THE LEXICAL AMBIGUITY IN THE COSMETIC ADVERTISEMENTS

AN UNDERGRADUATE THESIS

Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra in English Letters

By

NI PUTU VITRIA ARIZONA

Student Number: 124214102

ENGLISH LETTERS STUDY PROGRAM
DEPARTMENT OF ENGLISH LETTERS
FACULTY OF LETTERS
SANATA DHARMA UNIVERSITY
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Approved by

Dr. B. Ria Lestari, M.Sc.
Advisor

Dr. Francis Borgias Alip, M.Pd., M.A.
Co-Advisor

August 15, 2016

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By
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Student Number: 124214102

Defended before the Board of Examiners on 30 August, 2016 and Declared Acceptable

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Yang menyatakan,

Ni Putu Vitria Arisona
You may shoot me with your words,
You may cut me with your eyes,
You may kill me with your hatefulness,
But still, like air, I'll rise.

Still I Rise by Maya Angelou
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ABSTRACT


Language is a very important thing in our life due to the fact that it is our means of communication. It is also used in many kinds of media with various purposes, among others, advertising a certain product. Advertisement is something widely known by people nowadays, likewise cosmetic advertisements. In communicating the message of the products, in the advertisements, the advertiser uses words, phrases, and sentences. However, sometimes their meaning can be perceived by the readers in more than one way or it contains ambiguity, especially lexical ambiguity. This study is intended to find the lexical ambiguity in the cosmetic advertisements and then see the readers’ interpretations toward it.

In this research, the researcher formulates two objectives. The first objective is intended to identify the word(s) in the cosmetic advertisements that cause the lexical ambiguity. The second objective aims to explain the interpretations of the readers toward the lexical ambiguity in the advertisements.

In this research, the researcher analyzes 20 advertisements from 10 cosmetic brands. In gathering the data of the cosmetic advertisements, the researcher takes the advertisements from the official websites or from their official social media accounts, twitter. Then, in the data analysis, the researcher makes a list of all the phrases and sentences in the advertisements. Then, the researcher examines each phrase and sentence to find out the lexical ambiguity. After finding the lexical ambiguity, the researcher analyzes the readers’ interpretations which are gathered through questionnaires.

The result of the research shows that 11 advertisements or 55% are ambiguous and 9 advertisements or 45% are not. Then, out of 42 phrases and 12 sentences, there are 8 phrases or 19.04% and 6 sentences or 50% which are ambiguous. On the other hand, the result of the interpretations of the readers shows that 43.36% or 13 readers do not get the ambiguity. Meanwhile, there are 56.64% or 17 readers who get the ambiguity. Existential presupposition, generalized conversational implicature, and particularized conversational implicature are mostly found in every reader’s interpretation of each ambiguous phrase and sentence.
ABSTRAK


Dalam penelitian ini terdapat dua objektif. Objektif pertama bertujuan untuk mengetahui kata-kata yang menngandung ambiguitas leksikal dalam iklan kosmetik. Objective kedua bertujuan untuk menjelaskan tafsiran pembaca terhadap ambiguities leksikal yang ditemukan dalam iklan kosmetik tersebut.

Terdapat 20 iklan dari 10 merek kosmeik yang digunakan dalam penelitian ini. Dalam pengumpulan data iklan kosmetik, peneliti mengambil iklan melalui website resmi dari masing-masing merek kosmetik dan juga melalui akun resmi sosial media, twitter. Kemudian, dalam melakukan analisis, peneliti mencatat seluruh frasa dan kalimat dari setiap iklan kedalam sebuah tabel. Selanjutnya, setiap frasa dan kalimat dianalisis untuk menemukan ambiguities leksikal. Setelah menemukan kata-kata yang mengandung ambiguities leksikal, peneliti melakukan analisis terhadap tafsiran pembaca yang terkumpul melalui kuesioner.

Hasil penelitian menunjukkan bahwa 11 iklan atau berkisar 55% mengandung ambiguities leksikal dan 9 iklan atau berkisar 45% tidak mengandung ambiguities leksikal. Selanjutnya, dari jumlah 42 frasa dan 12 kalimat, terdapat 8 frasa atau berkisar 19,04% dan 6 kalimat atau berkisar 50% yang mengandung kedwiimaknaan. Sedangkan, dari 7 kalimat yang mengandung ambiguities leksikal, pembaca menyimpulkan hanya 5 yang mengandung ambiguities leksikal.

Di sisi lain, hasil dari interpretasi pembaca menunjukkan bahwa 43,36% atau 13 pembaca tidak menemukan ambiguities dalam frasa dan kalimat tersebut. Sementara itu, ada 56,64% atau 17 pembaca menemukan ambiguities frasa dan kalimat tersebut. Existential presupposition, generalized conversational implicature, dan particularized conversational impicature ditemukan hampir diseluruh interpretasi pembaca terhadap frasa dan kalimat yang mengandung ambiguities.
CHAPTER I
INTRODUCTION

A. Background of the Study

Language is a very important thing in our life due to the fact that it is our means of communication. Nowadays, language is used in many kinds of media with various purposes. One of the media is advertisement which is used to advertise a certain product. In this modern era, advertisement cannot be separated from our daily life. Everything is published in the public through advertisement. Goddard states that “advertisement has a meaning which is ‘to turn towards’. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them...” (1998: 6). It can be concluded that advertisement has a main purpose to attract the attention of the readers to make them buy the product which is advertised.

Based on that purpose, nowadays the advertisers use various methods to be able to attract the readers’ attention. Turner states that “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). It can be said that the methods which are used in an advertisement are for the sake of the product which is for the marketing and increases the selling of the product.

In accordance with the statement above, the advertisers, in persuading the readers, use not only attractive or interesting pictures but also quite unique choice
of words or diction. However, in some cases, the meaning of the words or sentences used by the advertisers to deliver the message of the product cannot be received correctly because of misinterpretation caused by the ambiguous meaning brought by the words or sentences.

Ambiguous meaning or ambiguity means multiple interpretations of a sentence or word. Fromkin states that ambiguity is “the property of having more than one linguistic meaning” (2003: 180). This study focuses on the lexical ambiguity which is ambiguity that refers to the word’s ambiguous meaning.

In this study, the researcher investigates some cosmetic advertisements. As stated by the Indonesian Ministry of Industry, the sale of cosmetic product that reaches $348 billion is one of the most-consumed things by the people, especially by women, all over the world (http://kemenperin.go.id). It can be assumed that many people in this world are familiar with cosmetic advertisements.

Since they are used globally, cosmetic advertisements are easily found anywhere and in any media. Cosmetic advertisements are commonly found in the department store, in the market, etc. Meanwhile, the media used to advertise the cosmetic products are internet, television, magazine, newspaper, etc.

The definition of cosmetic based on Oxford Advanced Learner’s Dictionary (Seventh Edition) is “a substance for putting on the body, especially the face, to make it more attractive” (2005: 344). This study refers to the cosmetic as the substance that is put on the face, such as lipstick, facial foam, mascara, eyeliner, foundation, face powder, etc.
Here is an example of cosmetic printed advertisements from one of cosmetic brands, Maybelline.

(The fine print is read as STRONG LASTING MAKEUP FOR STRONG, CONFIDENT WOMEN).

The ambiguity that can be found in the advertisement is the lexical ambiguity. The lexical ambiguity comes from the word Gold because it has several meanings.

According to Oxford Advanced Learner’s Dictionary (Seventh Edition), the meaning of the word Gold is mentioned as 1) a chemical element. Gold is a yellow precious used for making coins, jewelry, decorative objects, etc., 2) money, jewelry, etc. that is made of gold, 3) the color of gold. (2005: 666).

Cosmetic products are widely known as substances that are used by women. It means that women are the major consumers of this kind of advertisement. As the target of the advertisement-making, the readers’ interpretations towards the advertisements are very important. Due to that fact, ambiguity is an important thing to be discussed related to the readers’
interpretations because ambiguous meaning in the advertisements can lead to the readers’ misinterpretation.

B. Problem Formulation

In this research, there are two problems which are used to do the analysis of the topic. They are as follows.
1. What word cause the lexical ambiguity in the cosmetic advertisements?
2. What is the interpretation of the readers of the lexical ambiguity?

C. Objectives of the Study

The aim of this study is to answer the two problems. First, it intends to identify the word(s) in the cosmetic advertisements that causes the lexical ambiguity. Second, after finding the ambiguity of the advertisement, the researcher aims to explain the interpretation of the readers toward the lexical ambiguity found in the advertisements.

D. Definition of Terms

The first term is meaning. Meaning, as described by Pei and Gaynor, is “the sense or thought content which a word or 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).

The second term is ambiguity. In this study, ambiguity refers to “the property of having more than one linguistic meaning. It can be said that ambiguity
is the characteristic of something that can be interpreted in more than one interpretation” (Fromkin, 2003: 180).

The third term is *lexical ambiguity*. Fromkin states that “lexical ambiguity occurs when a word has multiple meaning. Those meanings related conceptually or historically” (Fromkin, 2003: 180). The example of lexical ambiguity can be found in the sentence below:

“I’ll meet you by the bank” (Fromkin, 2003: 180).

In the sentence, the word *bank* is ambiguous. The word *bank* may mean the financial institution or the riverside.

The fourth term is *advertisement*. Advertisement is “the non-personal communication of information usually paid for and usually in nature about products, services, or ideas by identified sponsors through the various media” (Bovee, 1986: 5).
CHAPTER II

REVIEW OF LITERATURE

A. Review of Related Studies

In this study, the researcher reviews undergraduate theses and article for the comparison of the study. These are the two undergraduate theses and article which are used in this study.

The first is the undergraduate thesis by Mutiara Sekar Utami (2013) entitled “Investigating Lexical and Structural Ambiguity in the Reader’s Forum Section of the Jakarta Post newspaper”. In her study, she observes the lexical and structural ambiguity of the part of the newspaper, reader’s forum section of The Jakarta Post. Then, she also solves the ambiguity problems through the tree diagrams.

There is a similarity found in Utami’s study and this study. First, both of the studies discuss lexical ambiguity. However, the object of the study is different. Utami uses The Jakarta Post newspaper as the object of her study. On the other hand, this study uses 10 cosmetic advertisements. Furthermore, this study does not use tree diagram to solve the ambiguity. Instead, this study tends to see the interpretation of the readers toward the lexical ambiguity.

The second is an article by Marisa Diez Arroyo (1995) entitled Lexical Ambiguity in Ads. In her article, Arroyo states that advertisers use various methods to achieve the goal which is to change the consumer’s mind and attitude towards the product on offer. However, the one she wants to concentrate on is lexical ambiguity. This type of ambiguity depends on the several possible
readings of a single word. In her article, she explores two mechanisms which are semantic priming and garden-path.

Arroyo (1995), in her article, focuses on the lexical ambiguity in the advertisement in general. On the contrary, this study discusses certain kinds of products in advertisements which are the cosmetic advertisements. This study is intended to enrich the study about ambiguity in the advertisement.

B. Review of Related Theories

In this study, the researcher compiles some theories to observe the objects which are cosmetic advertisements.

1. Semantics

For discussing and revealing the ambiguity of the objects, the researcher needs the theories that are related to the meaning. The theories needed are parts of semantics. Fromkin states that the meaning of semantics is “the study of the linguistic meaning of morphemes, words, phrases, and sentences is called semantics” (2003: 173).

Semantics sees the meaning of the morphemes, words, phrases, and sentences based on their real meanings or the meanings that are shown in the dictionary. In other words, they are seen based on their denotative meanings without relating it to the context where the morphemes, words, phrases, and sentences are said.
2. Meaning

Meaning, according to Pei and Gaynor, is “the sense or thought content which a word or 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 other words, it can be said that meaning is the sense or though content which is gained by the hearer or reader of a word or expression.

On the other hand, Leech (1981: 9) explains that there are 7 types of meaning, which are conceptual meaning, connotative meaning, social and affective meaning, reflected and collocative meaning, associative meaning, thematic meaning, and intended and interpreted meaning.

a. Conceptual Meaning

As mention by Leech (1981: 9-10), conceptual meaning is known as denotative or cognitive meaning. In conceptual meaning, there are contrastiveness feature which can be used to differentiate the meaning of each word by using (+) and (-) symbol. The (+) symbol means positive for the feature that the lexeme possesses and the (-) symbol means negative for the feature that the lexeme does not possesses. The examples are below:

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

By seeing the examples, we can conclude that woman is an adult female human, while girl is a young female human. The (+) and (-) symbol can help people distinguish the meaning of each word by looking for the features that the
lexeme has. Besides, people can also use the antonym owned by the lexemes. In the examples *woman* and *girl*, it shows that woman is adult whereas girl is young.

**b. Connotative Meaning**

Connotative meaning, as explained by Leech, is “the communicative value an expression has by virtue of what it refers to, over, and above its purely conceptual content” (1981: 12). In the conceptual meaning, a lexeme is described to have some contrastive features that become the attribute of the referent. However, there are some non-criterial properties that we have learnt to expect a referent of a lexeme to possess. These properties include not only physical characteristics, but also psychological and social properties.

Connotative meaning can embrace the “putative properties” of the referent, due to the viewpoint adopted by an individual. So, connotative meaning can be concluded as a meaning of the “real world” experience one associates with an expression when one uses or hears it. Connotative meaning is also considered as relatively unstable meaning. It is due to the fact that it varies as it can be seen through culture, historical period, and the experience of the individual. Besides, connotative meaning is open-ended in the same way as our knowledge and belief about the universe which are open-ended. Any characteristic of the referent identified subjectively or objectively may contribute to the connotative meaning of the expression which denotes it.

**c. Social Meaning**

Social meaning, as mention by Leech (1981: 14), is related to the situation where it is uttered. It is a piece of language that conveys about the social
circumstances of its use. The social meaning can be found, in a way, in some words and pronunciations that we call dialectal. From this dialectal we can identify the origin of the speaker, the person that the speaker talks to, etc. Leech (1981: 14) compiles an explanation by Crystal and Davy in *Investigating English Style* of five dimensions of socio-stylistic variation that can be used to understand the social meaning as follows:

<table>
<thead>
<tr>
<th>Dialect</th>
<th>The language of a geographical region or of a social class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>The language of the eighteen century, etc.</td>
</tr>
<tr>
<td>Province</td>
<td>Language of law, of science, of advertising, etc.</td>
</tr>
<tr>
<td>Status</td>
<td>Polite, colloquial, slang, etc., language</td>
</tr>
<tr>
<td>Modality</td>
<td>Language of memoranda, lectures, jokes, etc.</td>
</tr>
<tr>
<td>Singularity</td>
<td>The style of Dickens, of Hemingway, etc.</td>
</tr>
</tbody>
</table>

From that variation, we can draw a conclusion that it is possible that there is a range of style differentiation within a single language.

Leech (1981: 14) shows another example as follows:

- **Horse** (General)
- **Steed** (Poetic)
- **Nag** (Slang)
- **Gee-gee** (Baby Language)

The word *horse* is the common word known by people to describe a solid-hoofed plant-eating domesticated mammal with a flowing mane and tail, used for riding, racing, and to carry and pull loads. While the word *steed* is also the word that refers to the same object, but it is usually used in poetry. It is also the same for the words *nag* and *gee-gee*. They, *horse, steed, nag, and gee-gee*, refer to the same object, but they show different styles.
d. Affective Meaning

Leech (1981: 15) explains affective meaning as a meaning which closely related to someone’s attitude to the listener or attitude to something she or he is talking about. It also conveys politeness in which “tone of voice” and also emotional expression are something important to be considered. For example, the interjections like *Aha! Huray! Yes!* are used to express someone’s emotion.

e. Reflected Meaning

Reflected meaning, according to Leech (1981: 16), is the meaning which arises in case of multiple conceptual meaning when one sense of a word forms part of our response to another meaning. One sense of a word seems to “rub off” on another sense that happens when it has a dominant suggestive power either through relative frequency and familiarity or through the strength of its association.

Besides, taboo meaning also plays an important role in the reflected meaning. It happens when a sense of a word is connected with the physiology of sex. The example is shown by Bloomfield in the replacement of the word *cock* in the farm yard by the word *rooster*.

f. Collocative Meaning

Collocative meaning, based on Leech’s definition (1981: 17), consists of the associations which a word acquires on the account of the meanings of words which tend to occur in its environment. The common examples of collocative meaning are the words *pretty* and *handsome*. They are mostly used to describe the
term “good-looking”. However, they are likely to co-occur in the different range of nouns. It can be seen in the example by Leech (1981: 17) bellow:

Table 2. The Example of Collocative Meaning

<table>
<thead>
<tr>
<th>Pretty</th>
<th>Handsome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girl</td>
<td>Boy</td>
</tr>
<tr>
<td>Boy</td>
<td>Man</td>
</tr>
<tr>
<td>Woman</td>
<td>Car</td>
</tr>
<tr>
<td>Flower</td>
<td>Vessel</td>
</tr>
</tbody>
</table>

However, not all differences in potential co-occurrence need to be explained as collocative meaning. It may happen because stylistic differences or conceptual differences.

**g. Thematic Meaning**

According to Leech (1981: 19), thematic meaning is meaning which is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis. In the term of ordering, the thematic meaning can be seen in the difference of active and passive sentence. While, the focus of thematic meaning is mainly a matter of choice between alternative grammatical constructions. It can be seen through the examples by Leech (1981: 19) bellow:

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

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

Another thing that can be pointed out in the use of thematic meaning beside the grammatical construction is that stress and intonation or it can be said as the emphasis of a sentence.

1. My brother rides a red bicycle.
2. The color of the bicycle that my brother rides is the red one (Leech, 1981: 20).

The use of stress and intonation in those sentences is to give the focus attention on the word that contains new information. Although those sentences apply different syntactic construction, they both are acceptable.

3. Ambiguity

There are many definitions of ambiguity defined by some experts. Ambiguity is generally taken to be a property enjoyed by signs that bear multiple (legitimate) interpretations (Sannet, 2016). The example is the sentence “Jane’s sister will come to visit. This sentence becomes ambiguous when Jane has more than one sister.

Other theory about ambiguity is described by Fromkin. He argues that “a word or a sentence is ambiguous if it can be understood or interpreted in more than one way” (Fromkin, 2003: 180).

Ambiguity is a term that is related to the meaning of words, phrases, or sentences. That meaning can be interpreted in some ways by the viewers because the words, phrases, or sentences have more than one meaning. However, in deciding whether or not a word, phrase, or sentence is ambiguous is not an easy thing to do. As argued by Kempson (1997: 123), there is a little problem in deciding of a given sentence whether or not it is ambiguous due to what must be counted as the ambiguity. The sentence “She has good legs.” for some people may or may not ambiguous. The word *good* can be interpreted in many ways.
1. She has healthy legs. (She has no varicose veins, no broken bones, etc. on her legs.)

2. She has beautiful legs. (The shape of the legs are nice.)

4. **Vagueness**

   Ambiguity is closely related to vagueness. A word is said to be ambiguous when it can be interpreted more than one way (Fromkin, 2003: 180). Meanwhile, vagueness is explained as something which is lack of specification (Kempson, 1977: 124). There are four types of vagueness. They are referential vagueness, indeterminacy of meaning, lack of specification, and disjunction in the specification of the meaning of an item. An example from those type of vagueness is in the word *city* and *town*. It is difficult to determine whether a place is a town or city.

5. **Homonymy**

   Besides vagueness, ambiguity is also closely related to homonymy. Lyons (2005: 55) defines homonymy as different words that have the same form. The easy example of homonymy is the word *bank*. Here, *bank* can be a financial institution and also sloping side of a river. Lyons (2005: 55) also explains the two kinds of homonymy. They are absolute and partial homonymy. Words can be said as absolute homonymy if they have three characteristics as mention below.
   
   a. They will be unrelated in meaning;
   
   b. All their form will be identical;
   
   c. The identical forms will be grammatically equivalent.
The example of absolute homonymy is the word *letter*. As same as the word *bank*, *letter* also has more than one meaning. As seen in Oxford Dictionary, *letter* can be a written or printed sign representing a sound used in speech or a written message.

On the other hand, words can be categorized as partial homonymy if they have one or two characteristics of absolute homonymy, but not all three. The example of partial homonymy is the word *found*. *Found* as the past form of *find* is not grammatically equivalent to *found* as the form of *found*. *Found* as the form of *found* share the form *founds* and *finding*, but *found* as the past form of *find* cannot.

6. Polysemy

Lyons (2005: 58) describes polysemy (“multiple meaning”) as a property which is possessed by a single lexeme. Polysemy and homonymy discusses about the meaning of a word. However, the distinction of both of them is not really clear.

There are two criteria that discussed both in polysemy and homonymy. They are etymology and relatedness of meaning. The example of etymology or the historical source of the words can be seen in the word *bat*. The word *bat* that means a furry mammal with membranous wings comes from a regional variant of Middle English “bakke”. On the other hand, *bat* that means instrument for striking a ball in a certain game comes from Old English “batt” (club, cudgel). (Lyon, 2005: 59).
The etymological criterion leads the native speakers of English to classify bat as different lexemes because they are different in respect of their historical source.

The relatedness of meaning is related to metaphorical extension. The example is the word *foot*. *Foot* can be seen as terminal part of a leg or lowest part of a hill or mountain.

7. Lexical Ambiguity

Lexical ambiguity occurs when a word has multiple meanings, related to polysemous. Those meanings are related conceptually or historically (Fromkin, 2003: 180). Shortly, lexical ambiguity is related to the ambiguous meaning of a word.

The example of lexical ambiguity is *We laugh at the colorful ball* (Kempson, 1989: 224). From this sentence the word *ball* can be interpreted in some ways. The first meaning is a round object used in a game. The meaning is large formal party with dancing. From this explanation, it can be concluded that the word *ball* is ambiguous because it has more than one meaning. Since the cause of the ambiguity is a word which is *ball*, the ambiguity belongs to lexical ambiguity.

8. Pragmatics

There are some definitions of what the meaning of pragmatics is. Yule (1997: 3) describes pragmatics as (1) the study of speaker meaning, (2) the study of contextual meaning, (3) the study of how more gets communicated than is said, (4) the study of the expression of relative distance, and (5) the study of the
relationship between linguistic forms and the users of those forms. It can be simplified that pragmatics is the study of meaning based on the context of the utterance. There will be some subparts of pragmatics that will be used in this study. They are presupposition and implicature.

a. **Presupposition**

Yule (1996: 25) says that presupposition is something that is assumed by the speaker to be the prior case in making an utterance. There are six types of presuppositions. They are described as follows:

1. **Existential Presupposition**

   Existential presupposition is an assumption that someone or something, identified by use of a noun phrase, does exist. The example of existential presupposition is the sentence “Rani is turning 20 this year”. From this sentence, it has an assumption that there is a girl named Rani, which means she exists, and she is turning 20.

2. **Factive Presupposition**

   There are some words that can be used to indicate factive presupposition. They are *know, regret, aware*, etc. The example for this type of presupposition is the sentence *I know that she is angry*. It can be presupposes that whether or not *I know*, the fact is still the same that *she is angry*.

3. **Lexical Presupposition**

   Lexical presupposition is described as the assumption that, in using one word, the speaker can act as if another meaning (word) will be understood. This type is mostly indicated by the words such as *manage, stop, start, and again*. It
explains the process of something. “He stopped smoking” presupposes that he used to smoke.

4. Structural Presupposition

The structural presupposition is commonly recognized by the use of *wh*-questions. The use of the *wh*-questions can lead the presupposition of the listeners to believe that the information is essentially true, which can be presupposed that it is not only a question. The sentence “Where did she go?” presupposes that *she went somewhere*.

5. Non-factive Presupposition

Non-factive presupposition is the type of presupposition which shows that something is assumed not to be true. The key words which can be used to indicate this type of presupposition are *dream, imagine, pretend*, etc. For example, the sentence “I dreamed that I was good at singing” presupposes that “I was not good at singing”.

6. Counter Factual Presupposition

Counter factual presupposition is the presupposition which is not only it is not true, but the opposite or the contrary fact. The example of this type of presupposition is the use of *if*-clause. “If I were you, I would take that gift” presupposes that “I am not you”.

b. Implicature

Yule (1996: 35) describes implicature as something which is assumed by the speaker that an utterance may mean more than what is said. There are two
kinds of implicatures. They are generalized conversational implicatures and particularized conversational implicatures.

1. Generalized Conversational Implicatures

When something is understood without any particular background knowledge of the context it is called generalized conversational implicature. It can be shown in the example by Yule as follows:

Doobie: Did you invite Bella and Cathy?

Mary: I invited Bella (1996, 40).

From this sentence, we can assumed that Mary did invite Bella, but not Cathy. We can clearly understand the implicature even without understand the background knowledge of the utterance.

2. Particularized Conversational Implicatures

This type of implicature is the opposite of the general conversational implicature. In this type, we need to understand the context and also have the background knowledge of the utterance. The example is as follows (Yule, 1996: 43).

Bert: Do you like ice-cream?

Ernie: Is the Pope Catholic?

Ernie’s answer to Bert’s question is not exactly say “yes” or “no”. In order to understand Ernie’s answer, Bert has to have a certain background knowledge to get the meaning of the answer.
C. Theoretical Framework

This part is intended to explain why the theories are needed and how they are applied in the analysis of the study. The first theory which is used in this study is semantics. It is needed in order to give background knowledge to the readers about what topic is discussed in this study. The main issue which is discussed is meaning. Since semantics deals with the linguistic meaning of morphemes, words, phrases, and sentences, it is very important to be used in analyzing the object of the study.

The theory of meaning will be used to identify the objects which are cosmetic advertisements. The words’ meanings in the advertisements will be analyzed and then organized based on the meanings that are conveyed by the words whether they convey multiple meanings or not.

The theories of ambiguity, vagueness, homonymy, polysemy, and also lexical ambiguity are needed in order to give the readers detail understanding about ambiguity and what the difference between ambiguity and vagueness is. Besides, these theories are also useful to find the ambiguity especially the lexical ambiguity in the advertisements and also answer the first question of the problem formulation.

Furthermore, in order to answer the second question of the problem formulation, the theory of pragmatics is needed. The second problem formulation is intended to find the interpretation of the readers. By conducting the theory of pragmatics which includes the theory of presupposition and also implicature, it will be helpful for identifying the interpretation of readers toward the ambiguity.
CHAPTER III

METHODOLOGY

This part will be divided into three subparts that are object of the study, approach of the study, and method of the study.

A. Object of the Study

The objects which are used in this study are cosmetics advertisements. It is one of the types of advertisement that advertises lipstick, eyeliner, powder, blush on, etc. The researcher chooses 20 advertisements from 10 cosmetic brands. Those cosmetic brands are Olay, Avon, Loreal, Neutrogena, Nivea, Lancome, Dove, Este Lauder, Biore, and Shiseido.

1. Olay

The history of Olay started in 1950s. A chemist named Graham Wulff created this cosmetic as a present for his wife Dinah. That was the moment of the forerunner of the legendary Oil of Olay Beauty Fluid (http://www.olay.com.sg/Pages/HistoryofOlayOlay.aspx).

2. Avon

David H. McConnell is the founder of the cosmetic brand, Avon. He was a travelling book salesperson and offered beauty products as an additional perk to his female customers. Then, in the 19th century, he offered women a chance at financial independence (http://www.avoncompany.com/aboutavon/history/mcconnell.html).
3. **L’Oréal**

L’Oréal is a cosmetic brand founded by Eugène Schueller in 1909. The history of this brand was started when Eugène Schueller formulated the first hair dyes. It was manufactured and sold to Parisian hairdressers. L’Oréal group has a motto which is “Savoir saisir ce qui commence” (seize new opportunities) (http://www.loreal.com/group/history).

4. **Neutrogena**

In 1930, Emanuel Stolaroff, known as the founder of this brand, started a small specialty cosmetic company called Natone. It was a supplier to beauty salons at that time. Then, in 1940’s, this company started to manufacturing and distributing cosmetics for retail market (http://www.neutrogena.com/category/why+neutrogena.do).

5. **Nivea**

The name NIVEA that was created by Dr. Troplowitz comes from Latin words *nix* (snow) and *nivis* (of snow). The name was inspired by the snow-white color. NIVEA was launched on December 1911. The story of NIVEA began when the potential of Eucerit was found. It was useful to bind water and oil into a stable cream, and was first intended for use in the medical field (http://www.nivea.co.uk/about-us/beiersdorf/NIVEAHistory#!stories/how-it-all-began).

6. **Lancome**

Lancome was founded in 1935 by Armand Petitjean. It is a French luxury cosmetics house that has been owned by L'Oreal since 1964 (http://www.forbes.com/companies/lancome/).
7. **Dove**

The history of Dove was started in 1957. It was the revolutionary new beauty cleansing Bar. Dove is one of cosmetic brand from Unilever Company. The products of Dove are body washes, hand and body lotions, facial cleansers, deodorants, shampoos, conditioners and hair styling products. (https://www.unilever.com/brands/our-brands/dove.html).

8. **Estee Lauder**

Josephine Esther Mentzer or also known as Estée Lauder was found the company that also bears her name in 1946. The business was started by producing four skin care products. This company has a simple premise that “every woman can be beautiful” (http://www.elcompanies.com/Pages/Our-Founder.aspx).

9. **Biore**

Biore is one of products of KAO Group. The founder of this group is Mr. Tomiro Nagase. One of Biore products is Bioré Facial Foam which was launched in 1980. Then in the 1981, the product was launched in Hong Kong and throughout Asia (http://www.kao.com/group/en/group/history_01.html).

10. **Shiseido**

Shiseido is a cosmetic product which was found by Arinobu Fukuhara in 1872 in Ginza, Tokyo. It was Japan’s first Western-style pharmacy. The name comes from Chinese Yi Jing, the Book of Changes from the Four Books and Five Classics of Confucianism (http://www.shiseidogroup.com/company/past/history/?rt_bt=top-whoweare_002#).
Those are the top 10 cosmetic brands based on the article in *Forbes Magazine* in 2012. Those are the brands with the highest income in 2012. As the 10 of most best-selling products in 2012, the advertisements of those brands are widely known by people around the world.

The numbers of the cosmetic advertisements which are twenty advertisements are chosen in order to be able to represent the cosmetic advertisements in general. There are two advertisements of each product which will be analyzed in this study.

**B. Approach of the Study**

The linguistic phenomenon analyzed in this study is lexical ambiguity. Therefore, one of approaches used in this study is Semantics. Semantics deals with the linguistic meaning of morphemes, words, phrases, and sentences (Fromkin, 2003: 173).

The semantics approach is applied because it has ambiguity as one of topics which is discussed. Then, it is also used in order to find out the ambiguity of the cosmetic advertisements.

Besides the semantics approach, this study also applies pragmatic approach. This approach is used in order to help the researcher to find the interpretation of the readers toward the ambiguity found in the cosmetic advertisements.
C. Method of the Study

This part explains the method of the data collection and data analysis that are used in the study.

1. Data Collection

There are twenty advertisements of ten brands which are used as the object of the study. Therefore, there are two advertisements for each brand. In collecting the data, the researcher takes the advertisements from the official website or social media account (twitter) of the cosmetic brand. The official website and social media account of each cosmetic brand are mention on the table below.

<table>
<thead>
<tr>
<th>No</th>
<th>Brand</th>
<th>Source (website or social media account)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><a href="http://www.olay.co.uk/en-gb">http://www.olay.co.uk/en-gb</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.lorealparisusa.com/">http://www.lorealparisusa.com/</a></td>
</tr>
<tr>
<td>4.</td>
<td>Neutrogena</td>
<td><a href="https://twitter.com/Neutrogena/media">https://twitter.com/Neutrogena/media</a></td>
</tr>
<tr>
<td>5.</td>
<td>Nivea</td>
<td><a href="https://twitter.com/NIVEAUSA/media">https://twitter.com/NIVEAUSA/media</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.esteelauder.com/skincare/anti-wrinkle">http://www.esteelauder.com/skincare/anti-wrinkle</a></td>
</tr>
<tr>
<td>10.</td>
<td>Shiseido</td>
<td><a href="https://twitter.com/ShiseidoUSA/media">https://twitter.com/ShiseidoUSA/media</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="http://www.shiseido.com/">http://www.shiseido.com/</a></td>
</tr>
</tbody>
</table>

Then, in order to collect the data of the readers’ interpretation, the researcher distributes 30 questionnaires. The readers who are also the subject of the study are 30 students of English Letters Department. The subjects’
characteristics that are required in order to be able to answer the second problem are female, understand English, and understand Semantics (the study discusses ambiguity, especially lexical ambiguity). The form of the questionnaire can be seen as follow.

Table 2. Questionnaires

<table>
<thead>
<tr>
<th>NO</th>
<th>Brand</th>
<th>Phrase or sentence of the cosmetic advertisement</th>
<th>Ambiguous</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OLAY</td>
<td>The best in beauty just got better</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ambiguous word(s) and reason:</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>AVON</td>
<td>Your Monday just got BRIGHTER</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ambiguous word(s) and reason:</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>L’Oreal</td>
<td>Introducing our first daily volumizing moisturizer and serum.</td>
<td></td>
</tr>
</tbody>
</table>

2. **Data Analysis**

The objects of the study are twenty cosmetic advertisements of the ten cosmetic brands mentioned that contain lexical ambiguity. Since this study discusses lexical ambiguity, the main part of the advertisements that are examined are all phrases and sentences in the advertisements that contain ambiguous word. To be able to find the ambiguity, the researcher make a list of the sentence or phrase of the advertisements as on the table below:

Table 3. List of Object of the Study

<table>
<thead>
<tr>
<th>No</th>
<th>Brand</th>
<th>Phrase or Sentence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Olay</td>
<td>The best in beauty just got better</td>
</tr>
<tr>
<td>2</td>
<td>Avon</td>
<td>Your Monday just got BRIGHTER</td>
</tr>
<tr>
<td>3</td>
<td>Shiseido</td>
<td>Your Beauty Secret is Out.</td>
</tr>
</tbody>
</table>
After collecting the phrases or sentences that contain ambiguity, the researcher starts the analysis by analyzing the lexical ambiguity and its multiple meanings. Lexical ambiguity is the type of ambiguity that deals with a word that has more than one meaning (Fromkin, 2003: 180).

The next step is analyzing the interpretations of the reader from the questionnaire. In the questionnaire, the researcher puts all phrases and sentences from the advertisements. Then, the readers have to choose whether the phrases or sentences is ambiguous by put a thick (√). There is also a space where the readers have to write down the ambiguous word(s) and the reason(s) of why it is ambiguous. By giving the readers requirements to write down the ambiguous word(s) and the reason(s), it is easier to gather the data of the ambiguous word from the readers’ point of view and also their interpretation.

In doing the analysis of the questionnaire, the researcher uses the result of the analysis of the first problem formulation. Then, researcher compares the analysis of the first problem formulation and the result of the questionnaire. Then, by using the theory of pragmatics, the researcher tries to find out the interpretation of the readers.
CHAPTER IV

ANALYSIS RESULTS AND DISCUSSIONS

This chapter intends to answer the research questions that have been mentioned previously in Chapter I. The research questions are (1) what word in the cosmetic advertisements that causes the lexical ambiguity and (2) what the readers’ interpretation toward the lexical ambiguity is. In order to be able to answer the research questions, the researcher applies the theories that have been mention in Chapter III.

The objects of the study are twenty cosmetic advertisements from ten brands. They are taken from their official website or the social media account (twitter).

In analyzing the the meaning of the words in the cosmetic advertisements, the researcher uses *Oxford Advanced Learner’s Dictionary Seventh Edition* to find out the ambiguous meanings.

A. Ambiguous Words

The first research question is related to lexical ambiguity. Therefore, the researcher needs to examine the sentences and phrases in the advertisements in order to find out the words that create the ambiguity.
1. **Olay (First Advertisement)**

![Olay Advertisement Image]

**THE BEST IN BEAUTY JUST GOT BETTER**

In this phrase, the researcher finds three ambiguous words. They are *best,* *beauty,* and *better.* Firstly, the researcher analyzes the word *beauty.* *Beauty* is described in *Oxford Advanced Learner’s Dictionary* as a person or a thing that is beautiful. By considering the description of *beauty* that can be attached to a person and also a thing, the sentence becomes ambiguous. (2005: 121).

The advertisement shows a picture of a woman and a cosmetic product. By considering these two pictures and also the definition of *beauty* mentioned above, the researcher finds out that beauty can refer to both the woman and the cosmetic product.

The meaning of *beauty* which refers to a person who is beautiful can be seen as *the best in woman just got better.* This sentence can be understood as the best in woman, in the picture, who is beautiful, just got better.
The meaning of *beauty* which refers to a thing that is beautiful can be seen as the best in Olay just got better. This sentence can be understood as the best in Olay, the cosmetic product that is beautiful just got better.

Based on the analysis above, the researcher concludes that the more appropriate meaning of *beauty* in this sentence is a cosmetic product, Olay. It is due to the fact that the sentence *and now with SPF 30*, which is a substance, explains about the cosmetic product. Therefore, the meaning is more appropriate, in this context, to be interpreted as cosmetic product, Olay.

Secondly, the other ambiguity found in the words *best* and *better*. These two words come from the same form of adjective, *good*. *Best* is the superlative form of *good* while *better* is the comparative form. Besides, in *Oxford Advanced Learner’s Dictionary*, *best* is described as the most excellent type of quality while *better* is described as more able or skilled and more suitable or appropriate, not as bad as something else. (2005: 132).

Due to these two forms of *good* and also the definitions in the dictionary, the sentence is ambiguous. Both of them are modifying the same noun, *beauty*. It makes the meaning of the sentence unclear. The meaning of the sentence, then, can be seen as the most excellent quality of beauty is more able or suitable. These two modifiers are contradictory. It is unclear whether *the beauty* is the best or better.

Regarding the meaning discussed above, the researcher decides that the more suitable meaning between *best* and *better* in this sentence is *better*, more able or skilled and more suitable or appropriate, not as bad as something else. It is
because of the fact that *best* is the most excellent type of something, so it cannot change to other types. Therefore, *better* is more appropriate because it is supported by the fact that the cosmetic product is now containing a new substance, SPF 30. It means that it is getting better by containing new substance.

2. **Olay (Second Advertisement)**

   ![Olay Advertisement](image)

   (The fine print in the advertisement is read as *World’s No.1 Female Facial Skincare Brand*).

   In the advertisement above, there are 3 phrases and the researcher does not find any lexical ambiguity in them. Firstly, it is the phrase, *at last a lightweight anti-ageing moisturiser*. The adjective *lightweight* in *Oxford Advanced Learner’s Dictionary* means *of less than average or usual weight* (2005: 889). Due to that fact, the sentence is not ambiguous for it can be understood as *at last, anti-ageing moisturiser which is less than average or usual weight*.

   Secondly, the phrase *world’s no. 1 female facial skin care* has no any ambiguous word. This phrase instead contains structural ambiguity. The last is the phrase *shop now*. The meaning of this phrase is clear for it means *the activity of*...
buying something right now.

3. AVON (First Advertisement)

Your Monday just got BRIGHTER

In this sentence, the ambiguous word found is brighter. Brighter as seen in Oxford Advanced Learner’s Dictionary is described as 1) (more) full of light or shining strongly, 2) (more) cheerful and lively. By referring to these two meanings, the sentence can be interpreted in two ways. (2005: 184).

In this sentence, the word brighter modifies Monday. Monday, as described in Oxford Advanced Learner’s Dictionary, is in the first day of working week. From this definition and the first meaning of brighter, the researcher concludes, the meaning of the sentence as someone’s Monday, the first day of working week, by using the cosmetic product, would be more full of light. The meaning of bright as more full of light refers to the atmosphere of that Monday. It is just like “today is so bright”. Therefore, the cosmetic product makes your Monday’s atmosphere become more full of light.
On the other hand, based on the second meaning, the sentence means someone’s Monday, the first day of working week, by using the cosmetic product, would be more cheerful and lively. Therefore, this second meaning reveals a meaning that brighter is making your Monday become cheerful and lively.

Based on the analysis of the second meaning, the researcher concludes that this meaning is the more appropriate than the first meaning. It is because Monday, which is a day when working is started and mostly hated by people, is closely related to the second meaning. The day which is hated by people can be changed into more cheerful and lively day by using the cosmetic product.

4. AVON (Second Advertisement)

(The fine print in the advertisement is read as For overall fine lines and wrinkles, 2X faster and more powerful than a leading dermatologist-inspired treatment).

LINE ERASER WITH RETINOL

The ambiguous word in this phrase is line. Line in Oxford Advanced Learner’s Dictionary is described as 1) a long thin mark on a surface, or 2)
wrinkle, a mark like a line on somebody’s skin that people usually get as they get older. Those two meanings are semantically correct. (2005: 894).

The first meaning that can be interpreted from the first definition above is an eraser with retinol which is used to erase a long thin mark on a surface, for example on the skin’s surface. From the second description, the phrase can be understood as an eraser with retinol to erase wrinkle, a mark like a line on somebody’s skin that people usually get as they get older.

From these meanings, the researcher concludes that the second meaning is more appropriate. It is due to the fact that the advertisement is about a cosmetic product, so the meaning of line is closely related to wrinkle.

For overall fine lines and wrinkles, 2X faster and more powerful than a leading dermatologist-inspired treatment.

In this sentence, the researcher finds lexical ambiguity in the word fine. Fine in Oxford Advanced Learner’s Dictionary is described as 1) (attractive) the property of pleasing to look at, 2) (very thin) very thin or narrow, or 3) (detail/distinction) difficult to see or describe. (2005: 575). Due to the ambiguity found is in the adverb phrase, for overall fine lines and wrinkles, the researcher only focuses on the ambiguous of fine in that phrase. The first meaning from this phrase is for overall lines and wrinkles that are please to look at. It can be said that, relating to the cosmetic product, the phrase wants to say to get lines and wrinkles that are please to look at, for example its appearance or the shape is nice or can be said beautiful. The second meaning is for overall lines and wrinkles which are very thin or narrow. From this
meaning, it can be concluded that by relating the cosmetic advertisement, the cosmetic product is used to get lines and wrinkles which are, in shape, very thin or narrow. The third meaning is for overall lines and wrinkles which are difficult to be seen or described. From this last meaning, it can be summarized that by relating the meaning to the cosmetic advertisement, the cosmetic product is used to get lines and wrinkles that are not visible or they are not able to be seen clearly.

Those three meanings are semantically acceptable. Due to that fact, it is difficult for the readers to find the intended meaning of fine in that sentence. However, the researcher concludes that the most appropriate meaning of fine is the third one, fine as the characteristic of difficult to see or describe. By relating this meaning and the context, cosmetic product, it is clear that the meaning of fine is to describe the lines and wrinkle that can not be seen.

5. L’Oreal (First Advertisement)

Replenish skin’s fullness and smooth lines and wrinkles.

From this phrase, the researcher finds the ambiguity in the word smooth.
Smooth in Oxford Advanced Learner’s Dictionary is described as 1) (adjective) completely flat and even, without any lumps, holes or rough areas, 2) (verb) to make something smooth. (2005: 1445). Both meanings of smooth are semantically acceptable. It can be interpreted as an adjective and also as a verb.

From the first meaning which is an adjective, the phrase can be understood as replenish skin’s fullness and lines and wrinkles which are completely flat and even, without any lumps, holes or rough areas. In this sentence, the word smooth, an adjective, is functioned as the modifier of the noun lines and wrinkles.

The second meaning, smooth as a verb can be concluded that the cosmetic product is used to replenish skin’s fullness and also to make the lines and wrinkles become smooth. In this sentence, smooth is functioned as a verb which has two objects, lines and wrinkles.

Based on the analysis above, the researcher concludes that the more appropriate meaning is the second one, smooth as a verb. According to Oxford Advanced Learner’s Dictionary, replenish means to make something full again by replacing what has been used. (2005: 1286). By seeing that meaning, it is clear that replenish gives an action to skin’s fullness, but not lines and wrinkles. Therefore, smooth in the phrase, replenish skin’s fullness and smooth lines and wrinkles, is a verb that gives action to the object, lines and wrinkles.
6. **L’Oreal (Second Advertisement)**

After doing the analysis of all phrases in the advertisement above, the researcher does not find any ambiguity, especially lexical ambiguity. The word *Féria*, whether it is in *Live in Feria* or *Find Your Feria* has a clear meaning which is the name of the cosmetic product. Then, for the phrase *Live in Color*, it is not ambiguous since it is a metaphorical expression. Besides, this phrase, literary, is not possible, to live in a color. The rest phrases, *Multi-facted, Shimmering Hair Color, 3X Highlights, Reject Dullness, Flatness*, do not contain any ambiguity.

7. **Neutrogena (First Advertisement)**

*Clear your schedule.*
The phrase *Clear your schedule* is not ambiguous since there is no single word containing multiple meanings. This phrase instead belongs to metaphorical expression. The meaning of this metaphorical expression can be concluded as *the cosmetic product used to clean your face after you are doing your activity or your schedule all day.*

8. **Neutrogena (Second Advertisement)**

![Neutrogena Advertisement]

From the advertisement above, all the words are not ambiguous. *Wave dry* *goodbye* can be understood as waving to the dry skin (referring to the product, hand cream) and goodbye.

9. **Nivea (First Advertisement)**

![Nivea Advertisement]
The researcher does not find any ambiguity in this advertisement. Every word, semantically, has a clear meaning and the meaning of the whole sentence is also clear. It is due to several reasons. First, in the sentence *It Left My Skin Feeling Smooth and Nourished and there’s no Sticky Feel Either*, the word *it* clearly refers to the cosmetic product, body lotion. Second, for the phrase *Tara Settembre, When Tara Met Blog*, the word *Tara Settembre* is closely related to a name of a person and *Blog* as mention in *Oxford Advanced Learner’s Dictionary* means *a personal record that somebody puts on their website giving an account of their activities and their opinions, and discussing places on the Internet they have visited* (2005: 153).

10. Nivea (Second Advertisement)

**GOOD THINGS COME TO THOSE WHO WAIT**

In this sentence, the ambiguous word is *good*. *Good* in *Oxford Advanced Learner’s Dictionary* is described as 1) high quality or an acceptable standard, 2) pleasant, that you enjoy or want, 3) skillful, 4) useful or helpful, 5) amusing.
(2005: 668). All of these meanings are semantically acceptable.

This sentence can be interpreted as, referring to the first meaning, *things which have high quality or acceptable standard come to those who wait*. By considering the context of the text, the meaning of the sentence can be concluded as the cosmetic product which has high quality, for example the quality of the substances in the product come to those who wait.

The second meaning refers to the meaning in number 2 which is *pleasant things come to those who wait*. Referring to the picture of the advertisement, the things are associated with the product. Therefore, it can be understood that the product which is pleasant, for example it is very comfortable to be applied on your skin, comes to those who wait.

The third meaning from the definition of *good*, it is *skillful things come to those who wait*. In other words, it can be said that the thing, the cosmetic product, which is skillful, for example is able to make your skin brighter, comes to those who wait. The next meaning that can be interpreted is *useful or helpful things come to those who wait*. In other words, it can be said that the thing, the cosmetic product, that is useful or helpful, for example to blemish scars on your skin, comes to those who wait.

The last meaning that can be interpreted is *amusing things come to those who wait*. In other words, it can be said that the thing, the cosmetic product, which is amusing, for example it is a new product which has never been invented before, comes to those who wait.

According to the analysis above, the researcher finds out that the most
appropriate meaning of *good* is the first one, high quality or an acceptable standard. It is because this meaning can represent the quality of the cosmetic product itself.

11. **Lancôme (First Advertisement)**

NUDE REINVENTED.

In this phrase, the ambiguous word found is *nude*. The advertisement has two pictures, a woman and a cosmetic product. Therefore, the researcher concludes two meanings of *nude* which are suitable as mentioned in *Oxford Advanced Learner’s Dictionary*. They are 1) not wearing any clothes and 2) skin-colored. (2005: 1040).

Considering the first meaning of *nude* and relating it to the picture of the naked woman, the phrase can be interpreted as a condition where a woman who is not wearing any clothes (naked) is reinvented. Next, through the second meaning and the picture, the phrase can be interpreted that the cosmetic product has color of skin-colored and it is, the color, which is reinvented.

According to the analysis throughout the advertisement, the second
meaning of *nude* is the more appropriate one even though both meanings are semantically acceptable. It is clear that the meaning is the skin-colored color because it is an advertisement which advertises cosmetic product.

12. **Lancôme (Second Advertisement)**

(The fine print is read as *NATURAL LIGHT CREATOR FOUNDATION. BARE SKIN PERFECTION*).

**Now, Aura is our science.**

The ambiguity in this sentence comes from the word *Aura*. *Aura* described in *Oxford Advanced Learner’s Dictionary* means a feeling or a particular quality that is very noticeable and seems to surround a person or a place. (2005: 87). Therefore, the interpretation obtained from the meaning above is that *a feeling or a particular quality that is very noticeable and seems to surround a person or a place now becomes their science*.

Besides that, the researcher also concludes that *Aura* also carries a meaning of a name of a woman, as shown in the picture. It is also concluded based on the analysis of the writing of the word *Aura*. The first letter of *Aura* is...
capitalized although it is not the first word of the sentence. It is often used to write a name of a person, place, etc. Therefore, the meaning of the sentence can be seen as a woman, named Aura, is their science.

Both meanings are semantically acceptable. So, it is difficult for the readers to get the intended meaning of the sentence in the advertisement.

After finding the ambiguous meaning of Aura, the researcher also finds the ambiguous meaning in the word science. The intended meaning of science in the sentence is not clear (vague) because it does not refer to any specific kind of science. Besides, it is also ambiguous because it has some meanings as described in Oxford Advanced Learner’s Dictionary as 1) knowledge about the structure and behavior of the natural and physical world, based on facts that you can prove, for example by experiments, and 2) a particular branch of science. (2005: 1357).

Firstly, referring to the first meaning of science, the sentence can be said as Aura, a feeling or a particular quality of a person or a place, is used in this cosmetic product as the knowledge that can be proven by an experiment. It can be said that, for example, aura of a person can be used as a knowledge, which can be proven by an experiment, in creating the cosmetic product. Nevertheless, the researcher does not find ambiguous meaning of science when Aura is interpreted as a person. Science has the semantic feature of [–alive] while Aura is [+alive]. Therefore, the word science cannot be used to explain Aura, a person.

Secondly, referring to the second meaning of science, Aura which is a particular quality of a person or a place, is a particular branch of science. In other words, it is a particular branch of science which studies a particular quality of a
person or a place. Besides, *science* is also ambiguous when *Aura* is interpreted as a person. It can be said that it is a particular branch of science enacting a person named *Aura* as the object studied.

Based on the analysis above, the researcher concludes that the more appropriate meaning of *Aura* is a feeling or a particular quality that is very noticeable and seems to surround a person or a place and *science* is knowledge about the structure and behavior of the natural and physical world, based on facts that you can prove, for example by experiments. It is due to the fact that the meaning that is shown in dictionary is commonly known by the readers. Besides, it can be used as a science because it can be knowledge that can be proven by experiment.

**Natural Light Creator Foundation**

In this phrase, the researcher finds the word *light* is ambiguous. *Light* in *Oxford Advanced Learner’s Dictionary* means 1) pale in color and 2) not weighing very much. (2005: 888-889). Referring to these two meanings, the phrase can be interpreted in two ways.

Firstly, the phrase can be interpreted as a natural pale creator foundation. In other words, it can be said as a foundation, a skin colored cream, that can create a natural pale color to your skin. Secondly, it can be interpreted as a natural weight creator foundation. It can be also understood as, for example, a foundation, a skin colored cream that can create an appearance of someone who has natural weight.

Based on the analysis above, the researcher concludes that the more
appropriate meaning of *light* in this phrase is pale in color. By considering the noun in the phrase, *foundation*, light interpreted as pale color is more suitable to modify this noun.

**Bare Skin Perfection**

In this phrase, the researcher finds the word *bare* is ambiguous. *Bare* in *Oxford Advanced Learner’s Dictionary* means not covered or protected by anything. (2005: 109). Form this meaning, the researcher finds that *bare* can be meant as not covered by clothes. Hence, the meaning of the phrase can be said that skin is perfect when it is not covered by clothes.

Besides that, *bare* can be also understood as, referring to the cosmetic advertisement, not covered by any kind of cosmetic. Therefore, the meaning of the phrase can be interpreted as skin is perfect when it is not covered by any kind of cosmetic.

Both meanings are semantically correct. However, by relating the context of the text, the second meaning of *bare* is the most appropriate. It is due to the context of the advertisement which advertises cosmetic product. *Bare*, which is not covered by any kind of cosmetic, means the cosmetic product makes the women who use it seems like they do not wear any makeup. Therefore, it is more appropriate for the meaning of the whole phrase.
13. **Dove (First Advertisement)**

A smooth body lotion containing a revitalising serum that helps give you **resilient** and younger looking skin.

The ambiguous word is **resilient**. *Resilient* in *Oxford Advanced Learner’s Dictionary* means 1) able to feel better quickly after something unpleasant such as shock, injury, etc. and 2) returning to its original shape after being bent, stretched, or pressed. (2005: 1291). Both of those meanings are semantically correct.

Based on the first meaning, the researcher concludes the first meaning is interpreted as a smooth body lotion containing a revitalising serum that helps give you younger looking skin and also skin which is able to feel better quickly after being injured. It can be concluded that the body lotion is able to make someone’s skin feel better quickly after having an injury on her or his skin.

The second meaning is a smooth body lotion containing a revitalizing serum that helps give you younger looking skin and also skin which is able to return to its original shape after being stretched. It can be concluded that the
body lotion is able to make someone’s skin returns to its original shape after being stretched. In other word, it can be said that the body lotion is able to make someone’s skin which is sagging become tight.

By considering the analysis above, the researcher concludes that the more appropriate meaning of resilient is the second meaning, returning to its original shape after being bent, stretched, or pressed. It can be understood that the cosmetic product by Dove is able to make the skin able to return to its original shape. Therefore, this meaning is more suitable

14. Dove (Second Advertisement)

A luxurious hand cream for mature skin from Dove DermaSpa, combining a deeply moisturising cream with a revitalising serum

In this phrase, the researcher finds the ambiguity in the word mature. Since the ambiguous word is in the phrase A luxurious hand cream for mature skin from Dove DermaSpa, the researcher only analyzes the ambiguity of mature in that phrase not the whole phrases. Mature in Oxford Advanced Learner’s
*Dictionary* means 1) something fully grown or 2) something no longer young. (2005: 948). So, the meanings that can be interpreted are *a luxurious hand cream from Dove DermaSpa for skin which is fully grown* or *a luxurious hand cream from Dove DermaSpa for skin which no longer young*.

From the analysis above, the researcher finds out that the more appropriate meaning of *mature* is the second one. It is because the fact that the cosmetic product is a hand cream which contains *revitalizing serum* which closely related with something which is no longer young.

15. **Estée Lauder (First Advertisement)**

![Image of Estée Lauder Foundation Finder]

*With so many shades for Every Skintone, It’s Impossible Not to Find Your Perfect Match.*

In this sentence, the ambiguity found is in the word *match*. It is described in *Oxford Advanced Learner’s Dictionary* as 1) something that combines well and 2) something the same; a thing that looks exactly the same as or very similar to something else. (2005: 944-945). Those meanings of *match* are semantically acceptable for the sentence.
Referring to these meanings, the sentence can be concluded as first, with so many shades for every skintone, it is impossible not to find the perfect product that combines well with your skin. The second one can be concluded as with so many shades for every skintone, it is impossible not to find a perfect shade that looks exactly the same as or very similar to yours (refers to the skin).

Based on the analysis above, the researcher concludes that the more suitable meaning for match in the sentence is something that combines well. Since it is an advertisement about a foundation which has so many colors, the meaning of the sentence fits well with match as something that combines well. It can be said that the women who want to use this foundation can find the color that combines well with their skin easily because it has so many colors.

16. Estēe Lauder (Second Advertisement)

From this advertisement, the researcher does not find any ambiguity. In the phrase Beauty Sleep is Real, the noun phrase beauty sleep is not ambiguous since the meaning is enough sleep at night to make sure that you look and feel healthy and beautiful as mentioned by Oxford Advanced Learner’s Dictionary.
(2005: 96).

Next, the sentence *No Matter What Keeps You Up, Avanced Night Repair Keeps You Beautiful* is not ambiguous for the meaning of *Avanced Night Repair* which clearly refers to the cosmetic product.

17. **Bioré (First Advertisement)**

The researcher does not find any ambiguity in this advertisement. Instead of ambiguity, the researcher concludes that *We Got Your Back* is an idiomatic expression.

18. **Bioré (Second Advertisement)**
After analysing the advertisement above, the researcher concludes that the advertisement does not contain any ambiguity. The only phrase in the advertisement is *Begin the Road to Beautifully Clear, Smooth Skin* contains no ambiguous word. The word *road* cannot be seen literary as *a hard surface built for vehicles to travel on* (*Oxford Advanced Learner’s Dictionary*, 2005: 1314), but more as a symbol of a way in order to get the clear and smooth skin.

19. **Shiseido (First Advertisement)**

![Shiseido Advertisement](image)

In this phrase, there are three phrases and all of them are not ambiguous. Firstly, the phrase *Double Strike Brightening* is not ambiguous because it more related to metaphorical expression. The *double strike brightening* expresses something which make, for example, the face brighter. It can be said the cosmetic product has the double power to make the face brighter, not related to the literal meaning of *strike* which is kicking or hitting (*Oxford Advanced Learner’s Dictionary*, 2005: 1519-1520).
20. Shiseido (Second Advertisement)

YOUR BEAUTY SECRET IS OUT!

In this sentence, the ambiguous meaning is found in the word *out*. The researcher decides some possible meanings of *out* which can be interpreted as described in *Oxford Advanced Learner's Dictionary*. They are 1) used to show that someone or something is removed from a place, 2) available to everyone; known to everyone, 3) not possible or not allowed. (2005: 1074).

The first is *your beauty secret is removed from a place*. It can be understood that your beauty secret is no longer in its previous place or where it was used to. The second meaning is *your beauty secret available to everyone or known to everyone*. It can be concluded that everybody knows your beauty secret and they can have it. The last meaning is *your beauty secret not possible or not allowed*. It can be said in other words that your beauty secret is not allowed because, for example, that thing (the beauty secret) has dangerous substances.

All of the meanings are semantically acceptable. However, referring to
the whole text and the picture in the advertisement, the researcher finds the most appropriate meaning of *out* is available to everyone; known to everyone. It is because when a product is advertised, it means it will be known to everyone and also it will be available to everyone.

The ambiguity found in the cosmetic printed advertisements are not mistakes and made with purpose by the advertiser. One of the purposes is to attract the readers’ attention. As mentioned in the Chapter I, Goddard states advertisement as something which is made to get our attention and make us turn toward them (1998: 6). It can be concluded that ambiguity found in the advertisements belongs to the style of advertisements’ style.

Based on the analysis above, it can be concluded that from 20 advertisements, 11 of them are ambiguous and 9 are not. It can be shown in the chart below.

Chart 1. Ambiguous and Unambiguous Advertisements
The chart above shows that 11 advertisements or 55% are ambiguous and 9 advertisements or 45% are not. It can be concluded that most of cosmetic advertisements are ambiguous or having ambiguous word(s) in it.

In more details, the ambiguity of the phrases and sentences in the advertisements are shown in the charts as follows.

**Chart 2. Ambiguous and Unambiguous Phrases**

**Chart 3. Ambiguous and Unambiguous Sentences**
The chart above shows that 8 phrases or 19.04% of 42 phrases are ambiguous and 6 sentences or 50% of 12 sentences are ambiguous. It can be concluded that most of phrases are not ambiguous and half of the sentences are ambiguous.

B. The Readers’ Interpretation

After analyzing the cosmetics advertisement and finding the ambiguities in it, the researcher intends to find the readers’ interpretations toward the ambiguity through distributing questionnaire. The readers are 30 English Letters students of Sanata Dhrama University. In this analysis, the researcher uses the analysis of the lexical ambiguity discussed in the previous analysis. The readers’ interpretation will be analyzed by using pragmatics theory, implicature and presupposition. From the questionnaire, the researcher gains data as bellow.

1. THE BEST IN BEAUTY JUST GOT BETTER

From the previous analysis, it is concluded that the ambiguous words in the sentence are *best*, *better*, and *beauty*. Referring to the result of the previous analysis, for the word *best* and *better*, there are 5 out of 30 people or 16.7% find the ambiguous meaning in these two words. For *beauty*, there are 3 people or 10% readers who think that the meaning of *beauty* is ambiguous. Then, 17 people or 56.67% of 30 readers find all *beauty*, *best*, and *better* ambiguous and the rest 5 people or 16.7% of the readers do not get any ambiguity in the sentence.

The readers explain the ambiguity of *best* as the most of good (the superlative form) and *better* as the comparative form of good. From the explanation above, it can be said that the readers assume *best* is number one.
Therefore, it cannot carry the meaning of *better* which is not number one. Looking into the explanation above, it can be classified into generalized conversational implicature. It means that the readers do not need to understand the context of the text to get the meaning of the words.

For *beauty*, the readers explain that it can be both a person and a product. In order to be able to interpret *beauty* as a person and a product, the readers have to understand the context of the text which is cosmetic advertisements. Besides, *beauty* which is interpreted as both a person and a cosmetic product belongs to the existential presupposition. It is the type of presupposition where the readers assume that the entities named exists as explained by Yule (1996: 26). Hence, it can be concluded that the readers assume that *beauty* is something that exists which means it can be seen, touch, etc.

2. **Your Monday just got BRIGHTER**

In the sentence above, it is concluded in the previous analysis that the ambiguous word is *brighter*. By depending on that result, it is gained that there are 9 readers or 30% of 30 readers who find this word ambiguous. Besides *brighter*, the readers, 8 people or 26.67%, say that *Monday* is also ambiguous. 3 readers or 10% of 30 readers find both *brighter* and *Monday* ambiguous. Then, 10 readers or 33.33% of 30 readers do not find any ambiguity in the sentence.

The readers explain that *Monday* can be seen as a day of the week, between Sunday and Tuesday and also as a symbol of something which is not wanted, hatted, and avoided because it is the first day of working week.
brighter, the readers explain it as the characteristic of more shining and more lively.

The first meaning of Monday and brighter can be seen as generalized conversational implicature because the readers do not need the context to understand the meaning of those words. Meanwhile, the second Monday and also brighter belong to particularized conversational implicature where the readers have to understand the meaning. It is the meaning why that day, Monday, is not wanted, hatted, and avoided. It is explained because Monday is the first day of working week. Then, brighter can be related to the contextual meaning of Monday. It can be said, the cosmetic product makes your Monday, a not wanted day, more lively.

3. LINE ERASER WITH RETINOL

The ambiguity of the phrase above is line as discussed in the previous analysis. Referring to that analysis, it is gained through the questionnaires that there are 10 people, 33.3% of 30 readers, think that line is ambiguous and the rest 20 people or 66.7% of the readers do not find any ambiguity in the phrase. The ambiguous meanings of line explained by the readers are a wrinkle on the face and something long and narrow, such as mark, on a surface.

From the readers’ explanation, there is a noun called line, whether it is wrinkle on the face or something long and narrow, such as mark, on a surface. The assumption of line as a noun can be seen as an existential presupposition. It is, as explained by Yule, when the readers are assumed to be committed to the
existence of the entities named (1996: 26). Therefore, *line* is something that exists and due to that fact, it can be erased with retinol.

4. **For overall fine lines and wrinkles, 2X faster and more powerful than a leading dermatologist-inspired treatment.**

   According to the analysis in the previous analysis, the ambiguous word in the phrase is *fine*. Due to that analysis, there are 10 people or 33.33% of the readers think that it is ambiguous. Meanwhile, there are 11 people or 36.67% who say *fine lines* is ambiguous. Then, the rest 9 people or 30% of 30 readers do not find any ambiguity in this phrase.

   The readers describe the ambiguous meaning carried by the word *fine* as a very good quality of its kind and quality of very thin or narrow. *Fine* in this phrase modifies the noun *lines*. Therefore, it can be concluded that the readers assume *fine* as something which gives a characteristic to a noun. It can be seen from the description that to understand the meaning of *line*, the readers need to know the context of the text. Therefore, it belongs to particularized conversational implicature.

   On the other hand, the readers describe the ambiguous meaning carried by the word *fine lines* as lines which have good quality and lines, known as wrinkle, which is very thin or narrow. It is similar to the discussion of *line* above, that is a noun which, assumed by the readers, exists. Therefore, it can be modified by the adjective *fine*.

5. **Replenish skin’s fullness and smooth lines and wrinkles.**

   The previous analysis concludes the word *smooth* as the lexical
ambiguity. Based on that analysis, there are 16 people or 53% of the readers say *smooth* is ambiguous and the rest 14 people or 47% of 30 readers do not find it ambiguous. The ambiguity of *smooth* is explained by the readers as both an adjective and also a verb.

*Smooth* as an adjective is explained by the readers as quality of not having rough surface and not having a problem. *Smooth* modifies the noun *lines* and also *wrinkles*. Therefore, *smooth* as something which gives a characteristic to a noun. Besides, as a verb, it is assumed by the readers that *smooth* is able to give an action to something. It means that it makes the line and wrinkle become smooth.

6. **GOOD THINGS COME TO THOSE WHO WAIT**

From the previous analysis, it is obtained that the ambiguous word in the sentence above is *good*. Referring to that result of the questionnaire, it is concluded that this word is assumed by the readers as unambiguous word. It is due to the fact that all of the readers do not find any ambiguity in the sentence.

7. **Nude Reinvented.**

The ambiguous word in that phrase is *nude*, based on the analysis of the first problem. By looking at that analysis, it is gained that there are 25 people or 83.33% of the readers think *nude* is ambiguous and the rest 5 people or 16.67% of 30 readers do not find any ambiguity. The readers see *nude* as a kind of color of makeup, color of skin, the purity of skin, and a condition of someone who is not wearing clothes. From the readers’ descriptions of *nude*, it can be concluded that the readers assume as something, a noun. Therefore, it can be classified as
existential presupposition. It is a presupposition that readers assume that the thing discussed exists. There is something called *nude* which can be reinvented.

8. **Now, Aura is our science.**

In the phrase above, it is concluded in the previous analysis that the ambiguous words are *Aura* and *science*. Based on that previous analysis, it is gained that there are 10 people or 33.33% of the readers who think *Aura* is ambiguous. Meanwhile, there are 3 people or 10% of the readers who say *science* is ambiguous. For the ambiguous meaning of both *Aura* and *science*, there are 8 people or 26.67% of 30 readers who get them ambiguous. Then, the rest 9 people or 30% of the readers do not find the sentence ambiguous.

The readers explain the ambiguous meaning of *Aura* as a distinctive atmosphere generated by a person or a thing, something like atmosphere and a person’s character or a name of a person. For the first meaning of *Aura*, it can be classified as generalized conversational implicature, in which the readers do not need a context to be able to understand the meaning of the word.

On the other hand, the second meaning of *Aura* belongs to particularized conversational implicature. The readers need to understand the context of the text to be able to describe the word, for example *Aura* as a person’s character or a name of a person. Besides, it also belongs to existential presupposition. It is a presupposition where the readers assume that the thing actually exists. It is proven by the fact that it can be used as science by someone.

Besides, the readers also explain that the word *science* is also ambiguous. It can be seen as a particular scientific study or knowledge. From this explanation,
it can be concluded that the readers assume that *science* can be understood even without knowing the context of the text.

9. Natural Light Creator Foundation

In the phrases above, it is concluded in the previous analysis that the ambiguous word is *light*. Referring to that analysis, it is gained through the questionnaires that there are 18 people or 60% of the readers who think *light* is ambiguous. Then, the rest 12 people or 40% of the readers do not find any ambiguity in the phrase.

The readers describe the ambiguous meaning of *light* as something that stimulates sight and a property of having less weight. Firstly, the readers assume *light* as a noun which can be modified by an adjective, *natural*. As assumed as a noun, *light* belongs to existential presupposition. It is the type of presupposition where the readers assume that the entities named exists as explained by Yule (1996: 26). Secondly, the readers assume *light* as an adjective. It can be concluded that the readers see *light* is able to modify or give a characteristic to a noun.

10. Bare Skin Perfection

The previous analysis concludes the word *bare* as the lexical ambiguity. Based on that analysis, there are 24 people or 80% of the readers who think *bare* is ambiguous. Then, rest 6 people or 20% of the readers do not find the sentence ambiguous.

The readers explain that *bare* can be seen as a characteristic of being naked, a condition when something is not covered by anything (clothes or makeup). Due to the explanation above, it can be summarized that the readers.
assume that *bare* is an adjective that modifies the noun *skin*. The phrase can be seen as, for example, perfection of skin which is not covered by makeup. To be able to understand the meaning of *bare*, the readers need to understand the context of the text. Therefore, the assumption of *bare* belongs to particularized conversational implicature.

11. A smooth body lotion containing a revitalising serum that helps give you resilient and younger looking skin.

From the previous analysis, it is obtained that the ambiguous word in the phrase above is *good*. Referring to that result of the questionnaire, it is concluded that this word is assumed by the readers as unambiguous word. It is due to the fact that all of the readers do not find any ambiguity in the phrase.

12. A luxurious hand cream for mature skin from Dove DermaSpa, combining a deeply moisturising cream with a revitalising serum

The previous analysis shows *mature* as the lexical ambiguity in the phrase above. After that, based on the previous analysis, there are 22 people or 73.33% of the readers think *mature* is ambiguous, the rest 8 people or 26.67% of the readers do not find it ambiguous. *Mature* is explained by the readers as aged and old aging skin. Those explanations of the readers are affected by the context of the advertisement. It shows that they assume mature as a characteristic of something, adjective, in which in the sentence, it modifies the noun skin. Therefore, the phrase can be seen as *a luxurious hand cream for aged or old aging skin from Dove DermaSpa, combining a deeply moisturising cream with a revitalizing serum*. 
13. With so many shades for Every Skintone, It’s Impossible Not to Find Your Perfect Match.

In the phrase above, the ambiguous word find in the previous analysis is *match*. Based on that analysis, there are 20 people or 66.7% of the readers who think *match* is ambiguous and the rest 10 people or 33.33% of the readers do not. The readers explain that *match* has some meanings such as a partner and a battle. It can be seen that *match* is a noun. When it is assumed as a noun, it can be classified as existential presupposition. It is the assumption of the readers that the thing discussed exists. There is something called *match*.

It can be seen from the phrase that *match* is affected by the verb *find* and modified by the adjective *perfect*. Then, the sentence can be seen as *with so many shades for every skintone, it is impossible not to find your perfect battle or partner*.

14. Your Beauty Secret is Out!

In the sentence above, the previous analysis concludes *out* as the lexical ambiguity. Referring to that analysis, there are 16 people or 53% of the readers who think *out* ambiguous and the rest 14 people or 46.67% of 30 readers do not get it ambiguous. It is explained by the readers that *out* carries out some meanings such as revealed or known, disappear or invisible, and show up. From the explanation, it can be concluded that the readers see *out* in this sentence as an adjective, describing a person or a thing. In this sentence *out* describe the noun *Your Beauty Secret*. To be able to understand the meaning of *out* and give such description, the readers need to understand the context of the text. Therefore, it
belongs to particular conversational analysis.

From the analysis of the readers’ interpretation, it can be concluded that from 8 ambiguous phrases and 6 ambiguous sentence, the readers get 7 phrases and 5 sentence ambiguous. It can be summarized in percentage that 43.36% or 13 people do not get the ambiguity. Meanwhile, there are 56.64% or 17 people who get the ambiguity.
CHAPTER V
CONCLUSION

This chapter aims to conclude the result of the analysis from the previous chapter.

Based on the analysis of the first problem, the word(s) that causes lexical ambiguity in the cosmetic advertisements, it is concluded that 11 advertisements or 55% are ambiguous and 9 advertisements or 45% are not. The ambiguity in the advertisements is found in the phrases and sentences. Then, from 42 phrases and 12 sentences, there are 8 phrases or 19.04% which are ambiguous and 6 sentences or 50% which are ambiguous. It can be concluded that most of phrases are not ambiguous and half of the sentences are ambiguous.

For the second problem, the interpretation of the readers which refers to the first problem’s analysis, it can be concluded that the readers get 7 phrases and 5 sentence ambiguous. It can be summarized in percentage that 43.36% or 13 readers do not get the ambiguity. Meanwhile, there are 56.64% or 17 readers who get the ambiguity.

Using the theory of implicature and presupposition to analyze the data, it is gained that the readers’ interpretation of all ambiguous noun, 4 nouns, belongs to existential presupposition. Meanwhile, generalized conversational implicature and particularized conversational implicature are the most commonly found part of implicature.
BIBLIOGRAPHY


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## APPENDICES

### APPENDIX 1. TABLE OF PHRASES AND SENTENCES

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<tr>
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<th>Phrase or Sentence</th>
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<td>The best in beauty just got better.</td>
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<td>The formula you trust continues to hydrate and renew skin’s surface.</td>
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<td>And now with SPF-30, it also helps protect skin against harmful UVA/UVB rays to prevent future aging.</td>
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<td>SHOP NOW</td>
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<td>FREE SHIPPING with any $25 order</td>
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<td>NEW REVITALIFT VOLUME FILLER WITH HYALURONIC</td>
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<tr>
<td>20</td>
<td>LIVE IN COLOR.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>LIVE IN FERIA.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>MULTI-FACETED, SHIMMERING HAIR COLOR.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>3X HIGHLIGHTS</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>FIND YOUR FERIA</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>REJECT DULLNES, FLATNESS.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Clear your schedule.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Wave dry goodbye.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>It left my skin feeling smooth and nourished and there’s no sticky feel either.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>TARA SETTEMBRE, WHEN TARA MET BLOG</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Good things come to those who wait</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>NUDE REINVENTED.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>VISIBLE PERFECTION THAT FEELS AS LIGHT AS AIR.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>NEW MIRACLE AIR DE TIENT</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>PERFECTING MATTE GLOW CREATOR</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Now, Aura is our science.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>NEW TEINT MIRACLE</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>NATURAL LIGHT CREATOR FOUNDATION.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>BARE SKIN PERFECTION.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>What’s new</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>NEW</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Youthful Vitality Body Lotion</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>A smooth body lotion containing a revitalizing serum that helps give you resilient and younger looking skin.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>discover more</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Youthful Vitality Hand Cream</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Foundation Finder</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>With so many shades for every skintone, it’s impossible not to find your perfect match.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>FIND YOUR SHADE</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Beauty sleep is real.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>NO MATTER WHAT KEEPS YOU UP, ADVANCED NIGHT REPAIR KEEPS YOU BEAUTIFUL.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>We got your back.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Begin the road to beautifully clear, smooth skin.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Double strike brightening.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>NEW WHITE LUCENT.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Your beauty secret is out.</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Note:
P= Phrase
S= Sentence
APPENDIX 2. Questionnaire of Lexical Ambiguity in The Cosmetic Advertisements

QUESTIONNAIRE OF LEXICAL AMBIGUITY IN THE COSMETIC ADVERTISEMENTS

Dear respondent,

In order to write an undergraduate thesis entitled The Lexical Ambiguity Found in the Cosmetic Advertisements, I hope you are willing to fill in this questionnaire.

This questionnaire is intended to find the readers’ interpretation toward the lexical ambiguity found in cosmetic advertisements. I thank you for your willingness.

Best regards,

Ni Putu Vitria Arizona
124214102
Statement of Consent

By filling in this questionnaire or answering the question, the respondent is:

1. Agree to participate in the research.

2. By her own willingness to fill in the questionnaire.

3. Agree that the response in this questionnaire will be used for education and research on conditions as mention bellow.
   
a. The name of the respondent may be used in the published research.

b. Personal details of the respondent may be included in the published research.

Respondent

(_____________) Ni Putu Vitria Arizona

Researcher

124214102
Respondent Identity

1. Respondent’s number : (filled by the researcher)
2. Name : 
3. Gender : 
4. Study Program : 
5. Student Number : 
6. You are taking or have taken Semantics course:  ☐ Yes  ☐ No

Direction: There will be 51 phrases and sentences of cosmetic advertisements. Whether or not you find the phrases or sentences are ambiguous, you are required to put a tick (✓). Then, you are required to mention the ambiguous word(s) and explain the ambiguity of those phrases or sentences on the space provided. Thank you.
<table>
<thead>
<tr>
<th>No</th>
<th>Cosmetic Brand</th>
<th>Phrases or Sentences of Cosmetic Advertisements</th>
<th>Ambiguous Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Olay</td>
<td>The best in beauty just got better.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>NEW REGENERIST MICRO-SCULPTING CREAM SPF-30</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The formula you trust continues to hydrate and renew skin’s surface.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>And now with SPF-30, it also helps protect skin against harmful UVA/UVB rays to prevent future aging.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SHOP NOW</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>At last a lightweight anti-ageing moistureiser.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WORLD’S NO. 1 FEMALE FACIAL SKINCARE BRAND.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Avon</td>
<td>Your Monday just got brighter</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FREE SHIPPING with any $25 order</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>All new</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ONLINE EXCLUSIVE PRE-SALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>LINE ERASER WITH RETINOL</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>For overall fine lines and wrinkles, 2X faster and more powerful than a leading dermatologist-inspired treatment.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INTRO SPECIAL $24.99</strong></td>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>L’Oreal</strong></td>
<td><strong>NEW REVITALIFT VOLUME FILLER WITH HYALURONIC</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>Introducing our first daily volumizing moisturizer and serum.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>Replenish skin’s fullness and smooth lines and wrinkles.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DISCOVER THE INOVATION</strong></td>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FERIA</strong></td>
<td><strong>LIVE IN COLOR.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>LIVE IN FERIA.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>MULTI-FACETED, SHIMMERING HAIR COLOR.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>3X HIGHLIGHTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ambiguous word(s) and reason:</strong></td>
<td><strong>FIND YOUR FERIA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REJECT DULLNES, FLATNESS.
Ambiguous word(s) and reason:

4 Neutrogena
Clear your schedule.
Ambiguous word(s) and reason:

Wave dry goodbye.
Ambiguous word(s) and reason:

5 Nivea
It left my skin feeling smooth and nourished and there’s no sticky feel either.
Ambiguous word(s) and reason:

TARA SETTEMBRE, WHEN TARA MET BLOG
Ambiguous word(s) and reason:

Good things come to those who wait
Ambiguous word(s) and reason:

6 Lancôme
NUDE REINVENTED.
Ambiguous word(s) and reason:

VISIBLE PERFECTION THAT FEELS AS LIGHT AS AIR.
Ambiguous word(s) and reason:

NEW MIRACLE AIR DE TIENT
Ambiguous word(s) and reason:

PERFECTING MATTE GLOW CREATOR
Ambiguous word(s) and reason:

Now, Aura is our science.
Ambiguous word(s) and reason:

NEW TEINT MIRACLE
Ambiguous word(s) and reason:

NATURAL LIGHT CREATOR FOUNDATION.
Ambiguous word(s) and reason:

BARE SKIN PERFECTION.
<table>
<thead>
<tr>
<th>7</th>
<th>DOVE</th>
<th>What’s new</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Ambiguous word(s) and reason: NEW</td>
</tr>
<tr>
<td></td>
<td>Youthful Vitality Body Lotion</td>
<td>Ambiguous word(s) and reason:</td>
</tr>
<tr>
<td></td>
<td>A smooth body lotion containing a revitalizing serum that helps give you resilient and younger looking skin.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>discover more</td>
<td>Ambiguous word(s) and reason:</td>
</tr>
<tr>
<td></td>
<td>Youthful Vitality Hand Cream</td>
<td>Ambiguous word(s) and reason:</td>
</tr>
<tr>
<td></td>
<td>A luxurious hand cream for mature skin from Dove DermaSpa, combining a deeply moisturizing cream with a revitalizing serum.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8</th>
<th>Esteé Lauder</th>
<th>Foundation Finder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>With so many shades for every skintone, it’s impossible not to find your perfect match.</td>
<td>Ambiguous word(s) and reason:</td>
</tr>
<tr>
<td></td>
<td>FIND YOUR SHADE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beauty sleep is real.</td>
<td>Ambiguous word(s) and reason:</td>
</tr>
<tr>
<td></td>
<td>NO MATTER WHAT KEEPS YOU UP, ADVANCED NIGHT REPAIR KEEPS YOU</td>
<td></td>
</tr>
</tbody>
</table>
9 Bioré  We got your back.
Ambiguous word(s) and reason:
Begin the road to beautifully clear, smooth skin.
Ambiguous word(s) and reason:

10 Shiseido  Double strike brightening.
Ambiguous word(s) and reason:
NEW WHITE LUCENT.
Ambiguous word(s) and reason:
Your beauty secret is out.
Ambiguous word(s) and reason:

APPENDIX 3. The Pictures of Cosmetic Advertisements

1. Olay

http://www.olay.com/en-us, accessed on April 14, 2016 at 09.29 p.m.
2. **Olay**

![Olay Product Image](http://www.olay.co.uk/en-gb)

http://www.olay.co.uk/en-gb, accessed on April 14, 2016, at 09.34 p.m.

3. **Avon**

![Avon Advertisement](https://www.avon.com/)

https://www.avon.com/, accessed on April 4, 2016, at 08.35 p.m.
4. Avon

https://www.avon.com/, accessed on March 20, 2016, at 20.50 p.m.

5. L’Oreal

6. L’Oreal

http://www.lorealparisusa.com/, accessed on April 4, 2016, at 08.55 p.m

7. Neutrogena
https://twitter.com/Neutrogena/media, accessed on March 20, 2016, at 08.05 p.m.

8. Neutrogena

https://twitter.com/Neutrogena/media, accessed on March 20, 2016, at 08.10 p.m.

9. Nivea
https://twitter.com/NIVEAUSA/media, accessed on March 20, 2016, at 08.00 p.m.

10. Nivea

![Nivea Coconut Body Lotion](https://twitter.com/NIVEAUSA/media, accessed on March 20, 2016, at 08.05 p.m.)

11. Lancôme

![Lancôme Miracle Air de Teint](https://twitter.com/NIVEAUSA/media, accessed on March 20, 2016, at 08.05 p.m.)
http://www.lancome-usa.com, accessed on March 10, 2016, at 08.19 p.m.

12. Lancôme

http://www.lancome-usa.com, accessed on September 11, 2016, at 09.19 p.m.

13. Dove
http://www.dove.com/uk/home.html, accessed on April 15, 2016, at 07.42 p.m.

14. Dove

http://www.dove.com/uk/home.html, accessed on April 15, 2016, at 07.48 p.m.

15. Estée Lauder
http://www.esteelauder.com/makeup/foundation, accessed on April 15, 2016, at 08.00 p.m.

16. Estée Lauder

http://www.esteelauder.com/skincare/anti-wrinkle, accessed on April 15, 2016, at 08.33 p.m.

17. Bioré
https://twitter.com/bioreus/media, accessed on April 10, 2016, at 08.15 p.m.

18. Bioré

https://twitter.com/bioreus/media, accessed on April 10, 2016, at 08.35 p.m.

19. Shiseido

Double strike brightening.

NEW WHITE LUCENT

SHOP NOW
http://www.shiseido.com/, accessed on April 3, 2016, at 09.05 p.m.

20. Shiseido

https://twitter.com/ShiseidoUSA/media, accessed on April 3, 2016, at 09.15 p.m.