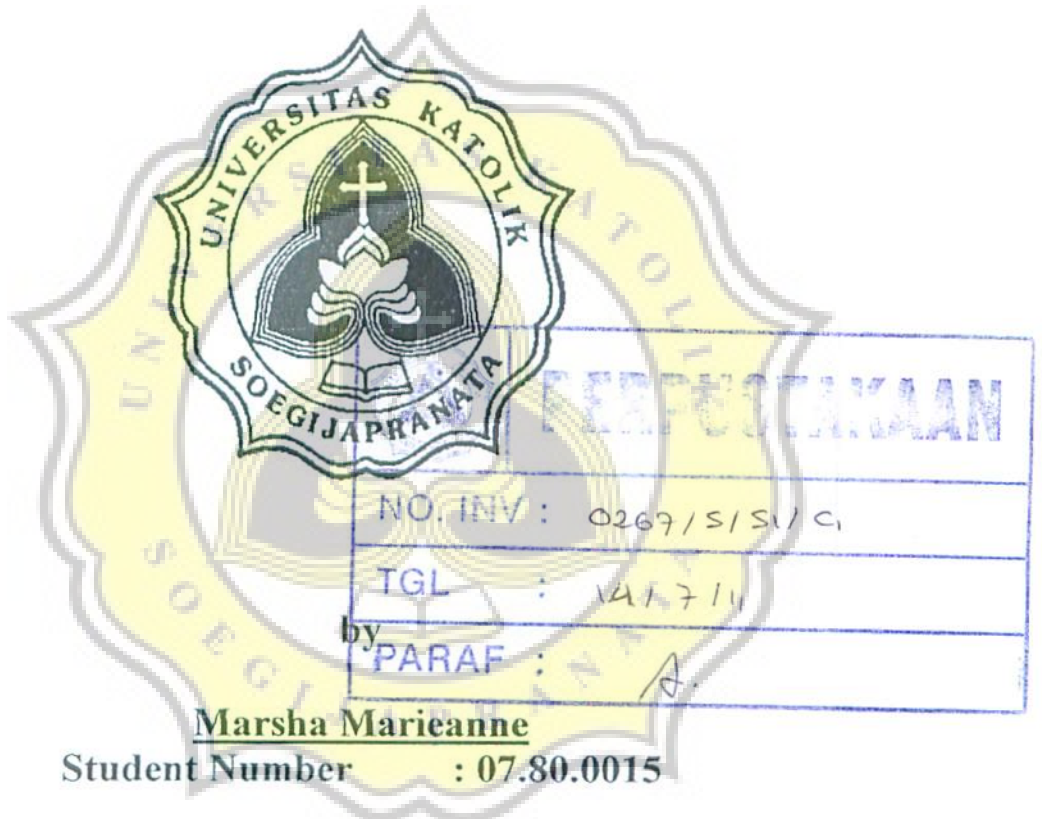


**THE ANALYSIS OF AMBIGUITY IN PRINTED  
CONSUMER GOODS INDONESIAN ADVERTISEMENTS**

**A THESIS**



**ENGLISH LETTERS STUDY PROGRAMME  
FACULTY OF LETTERS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG  
2011**

# THE ANALYSIS OF AMBIGUITY IN PRINTED CONSUMER GOODS INDONESIAN ADVERTISEMENTS

A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the Sarjana  
Sastra Degree in the English Letters Study Programme



by

Marsha Marieanne

Student Number : 07.80.0015

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Approved by,



**Emilia Ninik Aydawati, SP., M.Hum**

**July 9<sup>th</sup>, 2011**

**Major Sponsor**



**Dra. Wuryani Hartanto, M.A.**

**July 9<sup>th</sup>, 2011**

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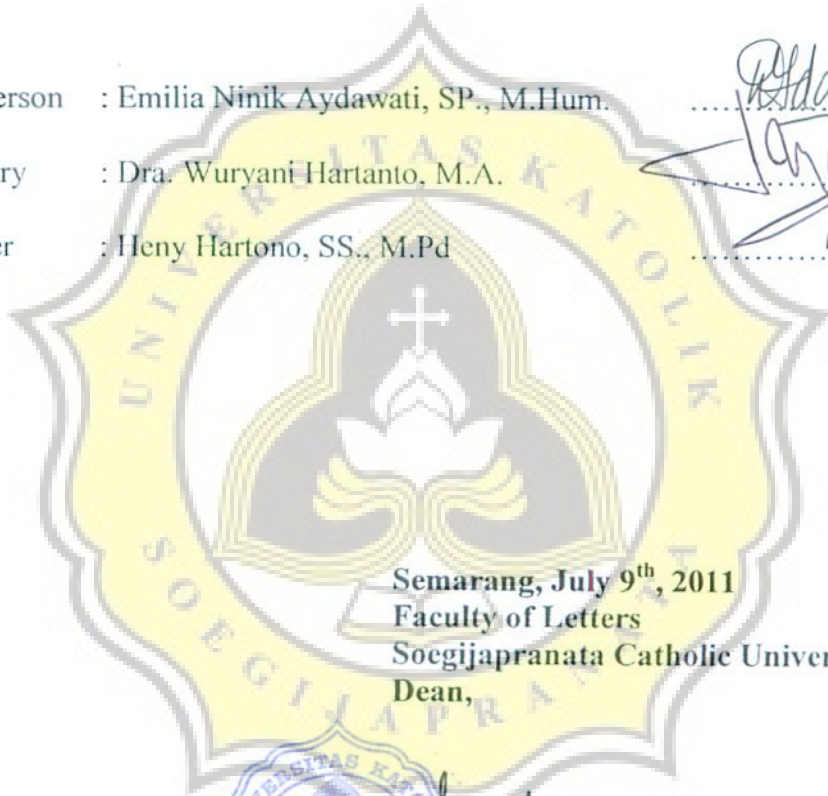
A thesis defended in front of the Board of Examiners on July 9<sup>th</sup>, 2011  
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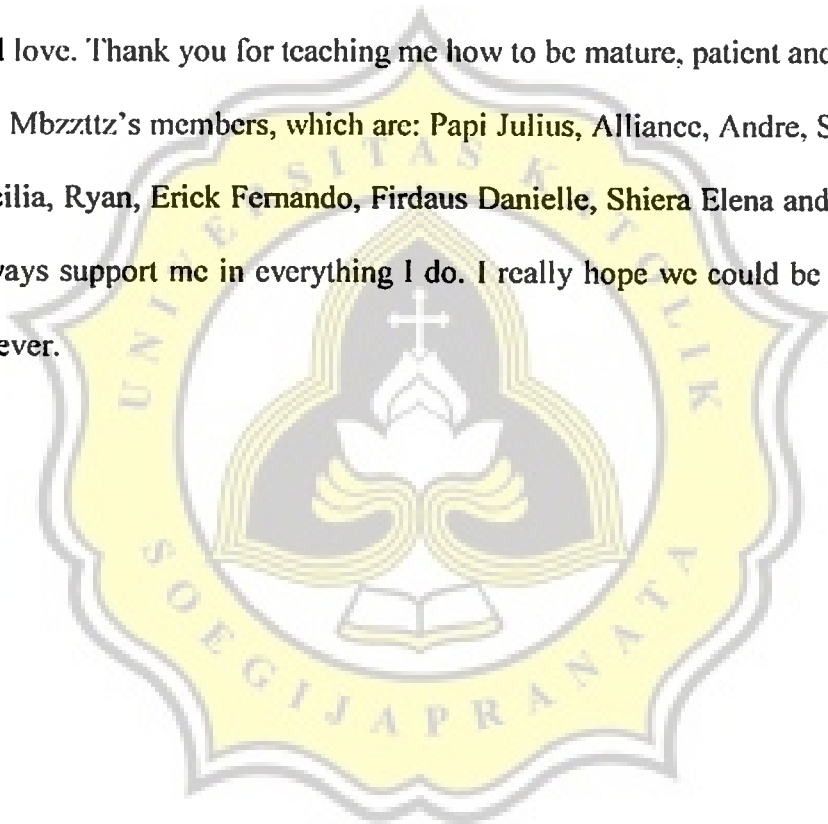
Heny Hartono, SS.,M.Pd  
058.1.1998.221

## ACKNOWLEDGEMENT

The very first thing I would like to do is to thank God, My Lord, Jesus Christ who always guides and protects me with His wonderful mercy and blessings. I am so grateful to have Jesus in my life as He always gives me strength and patience in every step I take. I would also like to thank Mother Mary, ever virgin, who always listens my prayer every night. Secondly, I would like to express my sincerest gratitude to those who have helped me in accomplishing my thesis:

1. Emilia Ninik Aydawati, SP., M.Hum, as my major sponsor, who has truthfully guided me and given me support in accomplishing my thesis. I do really appreciate everything you have done for me and I give you my deepest 'thank you'.
2. Dra. Wuryani Hartanto, M.A. as my co-sponsor, who has perfectly corrected my thesis and also given me positive and valuable advices and suggestion which are really helpful to finish my thesis.
3. Drs. Y.E Budiyana, MA. as one of the great lecturers in my beloved faculty, who has supported me and given me helpful advices and suggestions.
4. Heny Hartono, SS., M.Pd, as the dean of Faculty of Letters, who has given me a chance to finish my thesis and given me her excellent support and advices which are very valuable for me in accomplishing my thesis.

5. All lecturers of Faculty of Letters Soegijapranata Catholic University who have helped and supported my study in Faculty of Letters.
6. My lovely parents, Papa and Mama, who always encourage me to pursue my dreams. There is no word which is perfect enough to express how I love you both.
7. My dearest Koko, thank you for always giving me your best support, prayer and love. Thank you for teaching me how to be mature, patient and confident.
8. All Mbzzttz's members, which are: Papi Julius, Alliance, Andre, Srcstha, Inez, Cicilia, Ryan, Erick Fernando, Firdaus Danielle, Shiera Elena and Kevin who always support me in everything I do. I really hope we could be best friends forever.



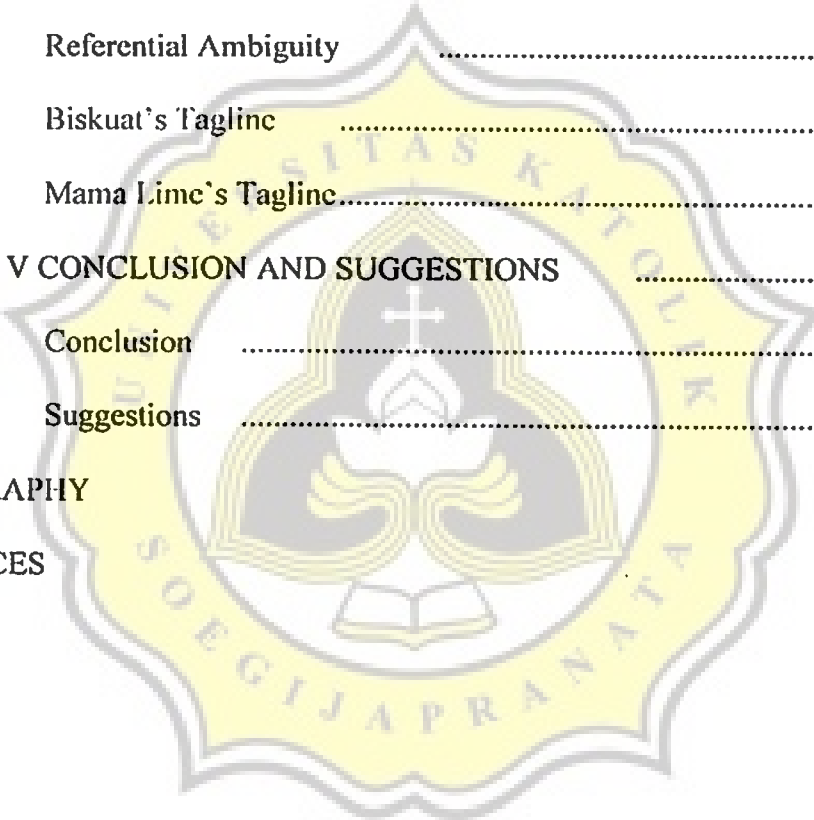
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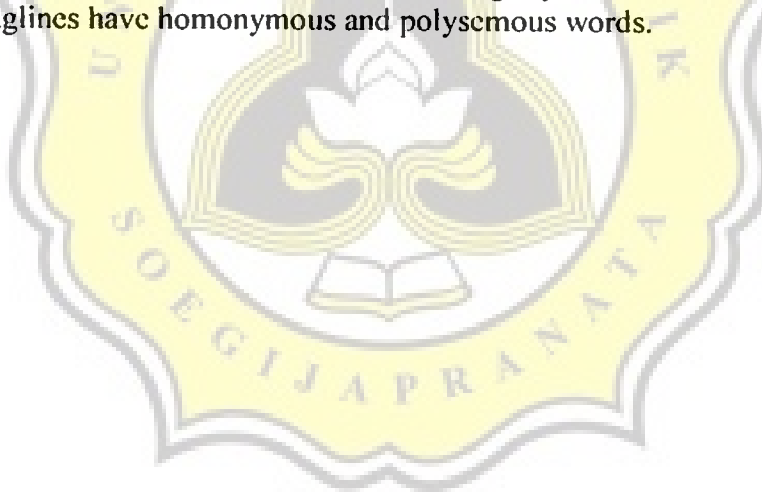


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## ABSTRACT

Every advertisement has one essential message that needs to be delivered. Advertisements use language to deliver certain messages. Some advertisements may use ambiguous sentences to attract people's attention. This study is a qualitative study which is to investigate the classification of the ambiguous taglines in printed Indonesian consumer goods advertisements. The writer used 18 printed consumer goods Indonesian advertisements which were chosen randomly from *Femina*, *Kartini* magazine, *Suara Merdeka* and *Kompas* newspapers. From 18 advertisements, two of them contain referential ambiguity. The referential ambiguity often occurs as the advertisements use an unspecific indefinite expression. Furthermore, six out of 18 advertisements are included in structural ambiguity. The structural ambiguity often occurs as the sentence or phrase of the tagline may be parsed differently. There are ten taglines out of 18 advertisements which have a lexical ambiguity. The lexical ambiguity often occurs as the taglines have homonymous and polysemous words.



## ABSTRAK

Setiap iklan memiliki satu pesan untuk disampaikan kepada para pembacanya. Tentu saja iklan menggunakan media bahasa untuk menyampaikan iklan tersebut. Terkadang, kalimat ambigu sering muncul dalam tagline sebuah iklan. Hal ini bertujuan untuk menarik perhatian para pembacanya. Studi ini merupakan kualitatif studi yang bertujuan untuk menganalisa tagline-tagline ambigu yang digunakan oleh iklan barang-barang konsumsi dalam media cetak di Indonesia. Penulis menggunakan 18 iklan yang diambil secara acak dari majalah Femina, Kartini, Koran Suara Merdeka dan harian Kompas. Dari 18 iklan yang diunakan, penulis menemukan dua iklan yang tergolong dalam ambigu referensial. Referensial ambigu muncul karena adanya suatu kata atau phrase yang mengacu pada lebih dari satu benda atau hal yang tidak spesifik. Selain itu, penulis juga menemukan bahwa enam dari 18 iklan yang digunakan tergolong dalam kategori ambigu struktural. Hal tersebut muncul dikarenakan adanya lebih dari satu kemungkinan untuk menguraikan kalimat atau phrase yang digunakan dalam tagline tersebut. Dari 18 tagline, sepuluh diantaranya termasuk dalam golongan ambigu leksikal. Hal ini disebabkan adanya banyak kata homonim dan polisemi yang digunakan dalam tiga belas tagline tersebut.

