

ASSOCIATIVE MEANING IN COSMETIC ADVERTISEMENTS

A Thesis

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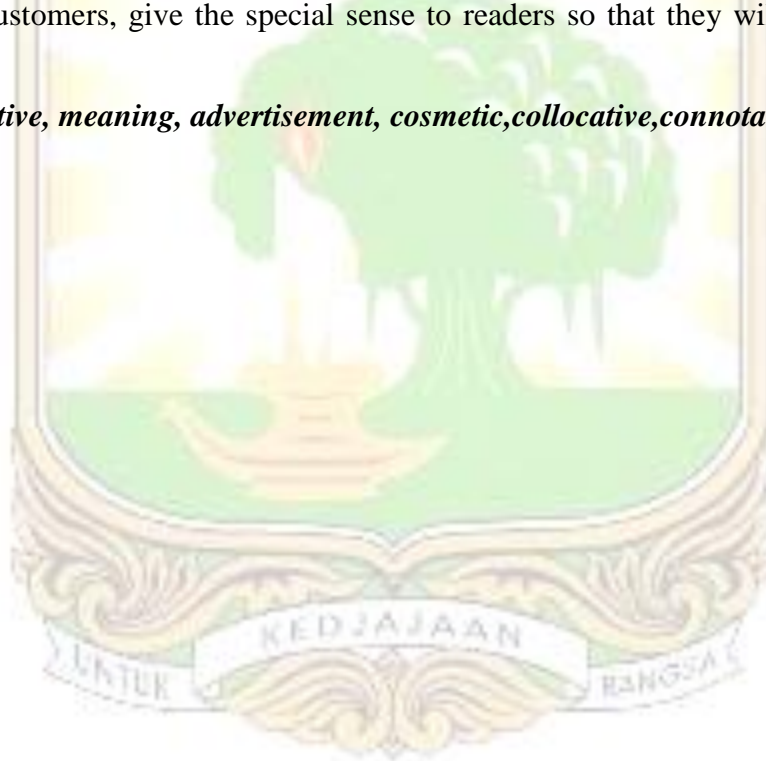
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ABSTRACT

This research aims to analyze of associative meaning types that emerge in cosmetic advertisement. Associative meaning is the theory proposed by Leech (1981). The associative meaning type in this research is limited into three types, namely connotative meaning, affective meaning and collocative meaning. The purposes of this research are to identify the types of associative meaning in cosmetic advertisement and find out the dominant type of meaning of associative meaning that appears. The data source of this research is five cosmetic brands which the advertisements data is taken from each brands' website. The brands are Bobbi Brown, Clinique, L'Oreal Paris, Maybelline and Estee Lauder. The data form of this research are the phrases, clauses, and sentences from cosmetic advertisements. The results of this research found that the most frequent type of associative meaning found in the data is connotative meaning with 21 data, then followed by affective meaning with 9 data and collocative meaning with 3 data. The advertiser or the author of every cosmetic brand constructs the associative meanings in order to attract the attention of the customers, give the special sense to readers so that they will buy the products offered.

Keyword: associative, meaning, advertisement, cosmetic, collocative, connotative, affective



ABSTRAK

Penelitian ini bertujuan menganalisis tipe-tipe makna asosiasi dalam iklan kosmetik. Makna asosiasi adalah teori yang dikemukakan oleh Leech (1981). Tipe asosiasi dalam penelitian ini dibatasi menjadi tiga jenis, yaitu makna konotatif, makna afektif dan makna kolokatif. Tujuan penelitian ini adalah mengidentifikasi makna asosiasi dan tipe makna yang paling mendominasi muncul dalam iklan kosmetik. Sumber data penelitian ini adalah iklan lima merek kosmetik yang mana data iklannya diambil dari web masing-masing merek. Merek-merek tersebut adalah Bobbi Brown, Clinique, L'Oreal Paris, Maybelline dan Estee Lauder. Bentuk data penelitian adalah frasa, klausa dan kalimat dari iklan kosmetik. Hasil penelitian ditemukan bahwa makna asosiasi yang paling sering ditemukan dalam data adalah makna konotasi dengan 21 data, lalu diikuti makna afektif dengan 9 data dan makna kolokatof dengan 3 data. Pemasang iklan atau penulis dari merek kosmetik menggunakan makna asosiasi untuk menarik perhatian dan memberi perasaan special kepada pelanggan sehingga mereka akan membeli produk yang ditawarkan.

Kata kunci: asosiasi, makna, iklan, kosmetik, kolokatif, konotatif, afektif.

