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**LEXICAL MEANING ANALYSIS OF ADVERTISEMENT IN BALI TOURISM  
MAGAZINE**

**Oleh**

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**Abstract**

Stylistic is the study of style, can be defined as the analysis of distinctive expression in language and the description of their purposes and effect. Simpson (2004: 2-3) states that stylistic is a method of textual interpretation in which primary of place is assigned to language. This study is aimed at analyzing how lexical categories imply into the text and how lexical meaning is used in Bali Tourism Magazine. In this research, lexical categories model that is stated by Leech is used in analyzing data. Descriptive qualitative method was used to analyzed the collected data in form of detail information regarding theory of lexical categories and meaning. In addition, note-taking techniques was also applied to compile the whole headline or tagline which contain lexical categories and lexical meaning. The result of the study showed kind of lexical meaning found were connotative, denotative, and synonymy. By knowing lexical ategories and lexical meaning, the text can be easily understood by the readers, and will convey the same idea to the word

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**PENDAHULUAN**

Style or stylistic variation may be also analyzed in some particular features. Stylistic categories are more complex than the linguistic ones and are considered to be difficult to define. However, both categories are important to be considered in analyzing style. According to Verdonk (2002: 4), stylistics is the study of style, can be defined as the analysis of distinctive expressions in language and the description of their purpose and effect. In addition, Simpson (2004: 2-3) states that stylistics is a method of textual interpretation in which primacy of place is assigned to language. The reason why language is very important to Stylisticians is because the various form, pattern and levels that constitute linguistics significance as discourse acts in turn as a gateway to its interpretation. While linguistics features do not of themselves constitute text meanings, an account of linguistics features nonetheless serves to ground a stylistics interpretation and to help explain why, for the analyst certain types of meaning are possible. Style is significantly applied both literary and non- literary language, but traditionally it is

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associated with written text (Leech and Short, 2007).

Lexical categories deal with the style of words choice. The analysis of grammatical stylistics can be determined by looking for the composition of the sentence. The analysis of figurative language stylistics may cover the choice of lexical categories, the meaning of lexical categories, and the specific meaning or purpose of using the lexical categories as employed by the author. Cohesion is achieved by the way one part of the text is linked to another. Meanwhile, Context deals with the relation of the text with the social discourse in the real word and then the meaning of lexical categories (Leech and Short, 1981:75-79).

Advertisement is interesting to be analyzed because almost everyone knows and sees advertisements in their daily life, and the language that is used in advertisement is very unique. Companies cannot sell products without advertisements, because they use advertisements to introduce and promote their product. Related to the creativity in creating language of

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advertisement, the researcher takes from Bali Tourism Magazine published in November 2017 to January 2018 as the object of the study. In this research Bali Tourism Magazine is chosen since it is considered as one of the magazines that were very familiar with tourist in Bali.

Generally, the purpose of this study is to develop the study of stylistic approach and to give contribution and insight to writer and reader. Specifically, this study is aimed at presenting the description of lexical meaning found in Bali Tourism Magazine advertisement.

### **THEORETICAL FRAMEWORK**

Stylistics is the study of varieties of language which properties position of language in context, for example the language of advertising, politics, religion, individual author, etc. in the magazine language style is determine by relation between the procedure and the consumer in a certain context or situation. Stylistics itself is the part of linguistics which concentrates on variation in the use of language, often but not exclusively, which is the special attention to the most conscious and complex use of language. Leech has his own opinion about stylistics. He explain "Stylistic, simply defined as the (linguistics) study of style, literary stylistics has implicitly or explicitly, the goal of explaining the relation between language and artistic function the aims of literary stylistic is to related he critic's concern of aesthetic appreciation with the linguistics concern of nguistics description is rarely undertaken for its sake, simply as an exercise in scribing what use in made of language" in other word, stylistics is a study which learn about style. Leech and Short (1981: 13) Style is the use of language in a certain context, by a certain people and for a certain reason. Style is different from structural grammar. It cannot be quantified, it has no rules. Styles impacts to writing, strengthens the contact with the reader and heightens their awareness. Therefore, style is always concerned with relationship between the participants in a certain situation. The connection between stylistics and literature bring two important caveats, such as "the first is that creativity and

innovation in language use should not be seen as the exclusive preserve of literary writing. Many form of discourse (advertising, journalist, popular, music-even, casual conversation). Often display a high degree of stylistic dexterity, such that it would be wrong view dexterity in language use as exclusive to canonical literature. The second caveat is that the techniques of stylistic analysis as much about deriving insight about linguistics structure and function as they are about understanding literary texts. Moreover, stylistics is interns in language function of text in context and last of all style or language style has limit as they way to express the writer's thought by language which will show soul or the writer personality. Therefore, the choice of language style is mostly used by advertiser on magazine in their language, because the idea behind a creative concepts in advertising is usually expressed in some attention and also the reader become memorable with the phrase.

Godby (1982: 2) states that semantic is the study of meaning, how word and sentences are related to the real imaginary object they refer to and the situation they describe. Fromkin (1981:164) states that semantics is the study of linguistics meaning of word, phrase, and Sentence. According to the definition of semantic above, we can conclude that Semantic is the study of meaning in words, phrase and sentence form. In semantic itself, there are several levels of meaning that studied by linguistics, they are lexical meaning, sentence meaning, and discourse meaning. As Briton (2000: 131) adds, semantic is the study of linguistic meaning, we can study meaning on a number of different levels: Lexical meanings is the meaning of word in isolation, and usually considered to be the meaning of words. This is the one usually given by the dictionary. The term "lexical meaning" is interpreted as the meaning of the lexemes depend upon the meaning of the sentence which they OCCur. Lexical meaning or lexical semantic is the study of meaning of the dividual word (lexical items).



Three Major types of relationship of lexical semantic there are synonymy, hyponymy, and oppositeness.

1. Synonymy

Two word are synonymy if they have the same sense; if they have the same values for all their semantic features or expression with the same meaning are synonymy. Two points should be paid attention about this definition. First, it does not limit the relation of synonymy to lexemes; it allow for the possibility that lexically simple expression may have the same meaning as lexically complex expression. Second, it makes identify, not only similarity of meaning but the criterion synonym (Lyons, 1995). The meaning is synonymous if denotes similarity in meaning, or sense.

2. Opposite

In traditional semantics, the phrase opposite in meaning immediately View as antonym, but today for the modern semanticist told that the term opposite in meaning has explored and mapped in many areas rather than traditional semanticist views. They think that a word may have different meaning and a word may have no real opposite.

3. Denotative and Connotative.

According to Briton (2000, 132) said that words have literal or referential meanings (denotation) but also evokes feelings, attitudes, or opinions (connotation). Yule (1985:92) said that denotative or conceptual meaning covers basic, essential components of meaning which are conveyed by literal usage of a word.

## RESEARCH METHOD

The data of this study was taken from Bali Tourism Magazine. the advertisement were divided into four category, those are tour activity, accommodation, food and beverage, and travel activity. The data was collected through note-taking. The collected data was analyzed through

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descriptive qualitative method in which the data was presented and explained based on the theoretical framework and the concept of the study. This type of analysis was used to reveal the content of a book or text that explored the condition of the research of the society when it was written.

## FINDING AND DISCUSSION

### 1. Connotative and Denotative Meaning

#### Data 1. Happiness is into your Plate

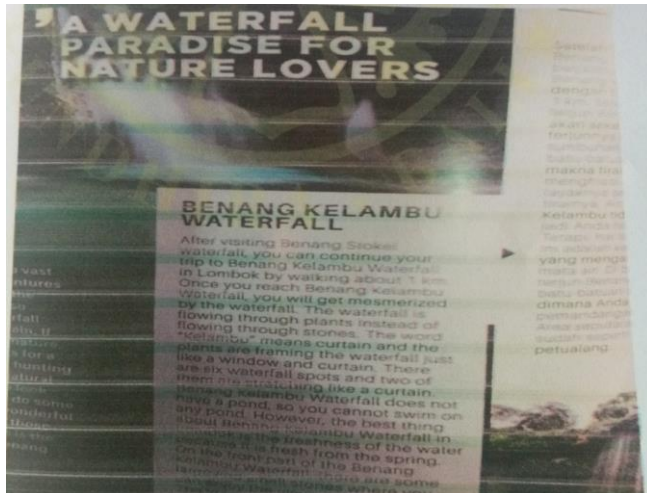


The data is happiness into your plate, the word of Happiness is the most used English word in a sentence. (happiness) in denotative meanings is a feeling or showing pleasure or contentment. In other meaning (happiness) is a positive feeling that arises in the aftermath of a thing that has been done or has happened ourselves. The word (Happiness) has meaning the state of well-being characterized by emotions ranging from contentment to intense joy. In the connotative meaning the using of headline on the advertisement of "Happiness into your Plate" that found in the tourism magazine advertisement has function the language used in this advertisement is simple and understandable meaning to the reader. It give information to the reader about the taste of the food based on the real features of the taste and does not exaggerate that the food is better than other product. In addition, the message is persuing the reader of the magazine that we should try their food and fell the taste of the food and you'll find the happiness. This can be very affective to make the reader believe to what being said by the sentence in the magazine. Therefore, the advertiser wants to introduce their



product into headline that their food has a good taste on the guest is plate.

### Data 2. A Waterfall Paradise for Nature Lovers



The word (waterfall) means denotatively as a cascade of water falling from height, formed when a river or stream flows over a precipice or steep incline. And the word paradise has a connotatively meaning which is means a place or condition of great happiness where everything is exactly as you would like it to be (according to oxford dictionary). Therefore the word waterfall and paradise in this advertisement became the signifier of the order system which means that waterfall paradise is merely the word like other word in English dictionary, the concept of nguistics terms waterfall paradise significant a beautiful place or object destination which is used by the advertiser as the sentence of his writing. While C lover has the denotative meaning which is a person who enjoys Spending he countryside and observing wild animals, plants, and other phenomena. in this advertisement, the use of the phrase “nature lovers” refers to the guest of tourist who would visit the waterfall of paradise itself. Meanwhile, the plane of connotation the word waterfall in this advertisement became significance of a tool and object, the place was a tool which has power and beautiful atmosphere to attract guest attention.

## 2. Synonymy Meaning

### Data 3. A Hidden Sanctuary Discreetly Tucked Away



Based on the word that contained on the data above the word ( hidden) and (tucked away) are synonymy because those words have different phonological word but have the same meaning, those word commonly used by all levels of society. The word “hidden” and “tucked away” are also using denotative meaning just like an Oxford dictionary. The word hidden has meaning keep out of sight and the word Tucked away has meaning a quite place. The word “hidden” in this advertisement used to describe place that are not easy to find by someone, or a place normally conceal from the view or notice of other. While “tucked away” is used in this advertisement is to describe something which is located in a private safe place. this word is used to connect the word of sanctuary which describe place, between the word discreetly, the word “hidden” is used to identify the word of sanctuary which is in this advertisement as center of attention.

## CONCLUSION

From all the data analysis, it could be seen that the lexical meaning found were connotative, denotative and synonymy. The purpose of using those lexical item were to give extra meaning to the words and to attract the reader through the advertisement.

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HALAMAN INI SENGAJA DIKOSONGKAN