

CHAPTER IV

FINDING AND ANALYSIS

This chapter describes the finding and analysis of the research. In answering the first research question, sentence meaning is analyzed in each advertisement (based on semantic theory). After that, intended meaning is described in each advertisement (based on pragmatics theory) and the last research question find out the effect of those advertisements. In this part, the two analyses are answering the statement of problem 1.2.1 that is the sentence meaning and the statement of problem 1.2.2 that is the intended meaning of those advertisements. Both of these are analyzed together because those problems are related to one another. The last research is answering the statement of problem 1.2.3 that is the effect of the advertisements to the readers based on the results of the questioners distributed to 25 respondents.

4.1 The Analysis of Data

In this section, the researcher analyzes sentence meaning and intended meaning. Next part, the researcher analyzes the effect of the whole advertisements to the buyers.

4.1.1 The Analysis of Sentence and Intended Meaning

Advertisement 1

According to Cutting, which has been explained in chapter II, semantics is the study of what the words mean by themselves, out of context, as they are in a dictionary (2002: 1). The first advertisement, LE BLANC uses the expression '*The best whitening combination for 24-hour protection*'. It is a daily brightening skincare serum. The sentence meaning of this expression is the word '*the best*' here literally means the most excellent quality. The components are used in this product have excellent quality. The phrase '*whitening combination*' it means that the product consists of ingredients that can make the buyers' skin brighter and more radiant. The phrase '*for 24-hour protection*' means that the product would cover the buyers' skin a long day. This product will absorb into skin almost instantly, leaving the skin soft, comfortable and smooth.

Based on Cruse's view, context is an essential factor in the interpretation of utterances and expressions (Cruse, 2006: 35) that has been shown in chapter II. This expression depends on the context; in this case women who want to make their skin white all day long. The advertiser used the word 'whitening' because most of women want their skin look white and shine. So, the word '*whitening*' will interest women to buy this product. The advertiser also use '24-hour', it means that women want to make the face up for a long time, so they don't need re make up several times. They just need to make up once a day. The intended meaning of this product is the advertiser wants to recommend the readers that the product is able to make their skin brighter. The advertiser also tries to influence the readers'

mind that the product of LE BLANC is the most excellent product that consists of high quality substances that can make the buyers' skin brighter and more radiant. The advertiser states that their product is the best of all. The advertiser wants the readers to believe the expression of the product and buy it.

Advertisement 2

The second advertisement, PREVAGE is eyeliner product. This advertisement uses the expression '*Lashes look longer, fuller, healthier in just two weeks*'. The sentence meaning of this expression is the word '*lashes*' means an eyelash. Then, '*look longer*' means more beautiful looking lashes. The word '*fuller*' means look lush. The word '*healthier*' means the buyers' eyes appear younger than ever. '*In just two weeks*' means the buyers will get the result at least in couple weeks. So, the sentence meaning of the expression '*Lashes look longer, fuller, and healthier in just two weeks*' is an eyelash look more beautiful, lush, and appear younger than ever at least in couple weeks. According to Cruse, sentence meaning is the meaning a sentence has by virtue of the words it contains and their grammatical arrangement, and which is not dependent on context (Cruse, 2006: 164).

The advertiser use the phrase 'fuller and healthier' because nowadays, women want to their eyes looks more attractive and it helps to frame the

eyes sharper than ever. The product also uses phrase ‘in just two weeks’ because most of women want to the result instantly. The intended meaning of the product indicates that the product is better than others. For most of women, having longer lashes looks more beautiful than having short lashes. So, this problem is absolutely exploited by the company to produce this product. So, the expression can make the readers interested to try this product than they will decide to buy it.

Advertisement 3

The third advertisement, AHAVA, has advertised its product by using this expression ‘*96% of users saw more even-toned skin in just 14 days*’. The sentence meaning of the phrase ‘*96% of users*’ means that the company has tested into some women and it proved that almost 100% from those women are get the great satisfaction of this product. ‘*More even-toned skin*’ means that the buyers’ skin looks brighter and clearer. ‘*In just 14 days*’ means the buyers just need 2 weeks to get the best result. By using the product, women can get their skin healthier and incredibly soft in just two weeks. This product is the new one produced by AHAVA that infused with vitamins and botanicals that can reduce the appearance of dark spots for a visible younger, smoother look.

The advertiser uses the phrase ‘96%’ of users, it can convince the readers’ mind that there are better impacts after using the product. The

advertiser also uses the phrase ‘more even-toned skin’, this product is sought by women because most of them desire the product than can make their skin looks brighter and clearer. The intended meaning of the product is depending on the context of the advertisement. This product able to make women face looks younger, softer, and more moisturized. The advertiser wants to convince the readers that this product is the best of all. The advertiser asks the readers to use product which are really effective for the readers’ skin. In short, the expression can make the readers believed about the product and buy it.

Advertisement 4

The fourth advertisement is LANCOME that has advertised its product by using the expression ‘*Day to night show-stopping eyes*’. This product is mascara. The sentence meaning of this phrase is ‘*day to night*’ means that a long day or 24 hour. ‘*Show-stopping eyes*’ means that the buyers’ eyes looks luminous and sharp. The buyers’ eyes looks sharper a long day.

To make the readers believed about this product, the advertiser use phrase ‘*day to night*’. The advertiser knows that nowadays women want their eyes looks sharper a long day. Most of women want their lashes looks curved along day. If they have curved lashes, they will look beautiful. The advertiser also use the phrase ‘*show-stopping eyes*’ because women desire their lashes fullness and strength. The intended meaning of the product is

that *Lancome's* product is the perfect choice for women. For these reasons, the product can make the readers believed and use the product.

Advertisement 5

The last advertisement is ESTEE LAUDER. This cosmetic company has advertised its product by using this expression *No matter how close you get, your skin looks fair, flawless, crystal clear*. The sentence meaning of this phrase is 'no matter' based on its literal meaning means regardless of. Then, 'how close you get' means that only a short distance away that the buyers receive the result of this product. Your skin pointed to the buyers' skin. The expression 'looks fair' means that a person's facial appearance looks beautiful. The word "flawless" means pure. The phrase 'crystal clear' means having good visibility. Moreover, the product recommends the buyer s to ensure that no matter your skin before using this product, it will make your skin looks pure, beautiful and having good visibility as a result.

The advertiser uses phrase 'your skin looks fair, flawless, crystal clear', because most of women want their skin looks pure, beautiful and having good visibility. Most of women in Indonesia wants their skin looks brighter and shine like Western people. The intended meaning of this product is by using the product; women can improve their beauty purely inside. The advertiser also convinced that the product is so powerful; it helps to dissolve the dark spots. In addition, the advertiser also influences

the readers' mind deeply, that by using the product, it will give a clearer skin. The expression looks fair, flawless; crystal clear can make the readers believed about this product and buy it.

4.1.2 The Effect of the Advertisements

The researcher distributed some questionnaires to 25 respondents. The respondents must be women, and can read English and understand the meaning. The result of the questionnaires was tabulated in table 4.1.

Table 4.1 The result of the questionnaires

Questions		Yes		No
A. 1	25	100%	0	0%
2	22	88%	3	12%
3	17	68%	8	32%
4	14	56%	11	44%
B. 2	18	72%	7	28%
3	11	44%	14	56%
4	10	40%	15	60%
5	17	68%	8	32%
6	19	76%	6	24%
7	17	68%	8	32%
8	12	48%	13	52%

Table 4.1 The most interesting expressions

Sequence Number	Advertisements	Total	
1	Ads 1	8	32%
2	Ads 4	8	32%
3	Ads 3	8	32%
4	Ads 2	6	24%
5	Ads 5	7	28%

From the questionnaires table 1, the researcher finds out that most of the respondents tend to use cosmetics. All of the respondents on people 25 (100%) interested in cosmetic products and 22 (88%) respondents use a certain cosmetic. From 25 respondents, 17 (68%) respondents states that clear information about cosmetic advertisement can influence their purchase decision to buy the products. Moreover, 14 (56%) the respondents choose a certain product of the advertisement after looking and reading it in magazine. In these questionnaires, the researcher also gives some expressions that are used in some advertisements with different product. The first expression is *'the best whitening combination for 24-hour protection'*. The second expression is *'lashes look longer, fuller, healthier in just two weeks'*. The third expression is *'96% of users saw more even-toned skin in just 14 days'*. The fourth expression is *'day to night show-stopping eyes'*.

The last expression is *'no matter how close you get, your skin looks fair, flawless, crystal clear.*

In addition, most of the respondents 18 (72%) said that those expressions are interesting. But, those expressions can't convince the readers' mind to buy the products; it is seen that there are 15 (60%) respondents' states that those expressions do not give them valid information, so that they can't trust it well. Furthermore, 17 (68%) respondents states that the language of those expressions in those advertisements are exaggerated but the style of language in those cosmetic advertisements communicative and easy to figure out.

In table 2, the respondents arrange the expression of the cosmetic advertisements according to their favorite or interesting for the respondents. There are 8 (32%) respondents chose advertisement 1 as the most interesting expression. From 25 respondents, 8 (32%) respondents chose advertisement 4 as number 2. The respondents states that advertisements 3 as the third number, 8 (32%) respondents chose ads 3. The fourth number is advertisements 2, there are 6 (24%) respondents. The last number is advertisement 5; there are 7 (28%) respondents.

4.2 Discussion

The researcher analyzed five expressions of cosmetic advertisements in *Her World* magazine. The data are attached below:

Table 4.2 The Sentence Meaning

Advertisements	The expression	Meaning
Advertisement 1	The best whitening combination for 24-hour protection	The most excellent quality consist of ingredients that can make the buyers skin brighter a long day
Advertisement 2	Lashes look longer, fuller, healthier in just two weeks	An eyelash look more beautiful, lush, and appear younger than ever at least in couple weeks
Advertisement 3	96% of users saw more even-toned skin in just 14 days	Almost 100% buyers looks brighter and clearer just need 2 weeks for result
Advertisement 4	Day to night show-stopping eyes	The buyers eyes looks sharper a long day
Advertisement 5	No matter how close you get, your skin looks fair, flawless, crystal clear	Only a short distance away, the buyers skin looks pure, beautiful and having good visibility

The table above explains the sentence meaning from those five advertisements. According to Cruse, sentence meaning is the meaning a sentence has by virtue of the words it contains and their grammatical arrangement, and which is not dependent on context (Cruse, 2006: 164). Related to Cruse, sentence meaning is the interpretation of sentence according to the word and grammatical arrangement. As in advertisements 1 *the best whitening combination for 24-hour protection*, the meaning of advertisement 1 is the most excellent quality consist of ingredient that can make the buyers' skin brighter a long day. Then, advertisement 3 that is *96% of users saw more even-toned skin in just 14 days* means that almost 100% buyers looks brighter and clearer just need 2 weeks for result. Most of the advertisers use word or phrase that can make the readers interested to their product. All of the advertisements use different duration for the result. It is because different product should have different duration too. It is now clear that related to cruse that context are not include to find out the sentence meaning but it only uses the word and the grammar arrangement as the example above. In line with Cruse context will use to find out the intended meaning.

However, Griffiths (2006: 153) states that pragmatics is about the use of utterances in context, about how we manage to convey more than is literally encoded by the semantics of sentences. It is parallel with Cruse that context are used to know the intended meaning. Further, Cruse stated context is an essential factor in the interpretation of utterances and expressions (Cruse, 2006: 35). After that, those advertisements in table 4.2 contain expression that will make the

readers become interesting in buying the products. For example the expression *'96% of users saw more even-toned skin in just 14 days'* according to Griffiths and Cruse is describing that the product is the best eyeliner for our lashes. The advertiser also tried to give promise to the buyers that just in two weeks, the buyers' skin would look brighter and clearer for result. Most of women want their skin looks brighter and get the result instantly. Thus, in the result of analysis, the products in cosmetic advertisements use interesting expression that can influence the readers to buy the products.

Moreover, the researcher also includes questionnaires in order to know the effect of those advertisements to the buyers. From the finding, the consumers stated that the expressions in those advertisements are interesting. But, those expressions not convince the readers to buy it, because they think that those expressions not give them valid information about the advertisements so that they can't trust it well.

Furthermore, the respondents also arrange the most interesting expression from the advertisements. All of the advertisements use interesting expression. Based on the result of those advertisements most of the respondents chose advertisements 1 (one), 3 (three), and 4 (four) become the most interesting expressions. The frequency of advertisement 1 is 8 respondents (32%), advertisement 3 is 8 respondents (32%), and advertisement 4 is 8 respondents (32%). The expression of advertisement 1 is *'the best whitening combination for 24-hour protection'*. Nowadays, most of women want product to make their skin looks white, beautiful and protect a long day. Then, in advertisement 3 written

that *96% of users saw more even-toned skin in just 14 day*, this expression written proving that there are almost 100% women get the function of the product. Most of women nowadays stated that if their skin white, they will looks beautiful and more confident and in advertisement 4 use expression *day to night show-stopping eyes*. Therefore, the expression in advertisement 1, 3, and 4 makes the readers believed and interested to buy it because most of women want the result instantly.

Language used in the advertisements also plays important role in increasing effectiveness. The advertisers should not use exaggerated language but they must convince the readers about their product. Furthermore, the target consumers should be specifically and clearly indicated. The information in an advertisement should benefit the buyers. It should give them a more satisfactory and suggest better solution to their problem.