

TABLE OF CONTENTS

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
ABSTRACT	iv
INTISARI	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
MOTTO	ix
TABLE OF CONTENTS	x
CHAPTER I INTRODUCTION	1
1.1 Background of the research.....	1
1.2 Research Problem.....	3
1.3 Research Objective	4
1.4 Research significance	4
1.5 Definition of The Key Term	5
CHAPTER II LEXICAL AND CONTEXTUAL MEANING IN SLOGAN OF ORIFLAME	6
2.1 Semantics	6
2.2 Meaning	9
2.3 Lexical meaning	10
2.4 Contextual meaning.....	12
2.5 Slogan in <i>Oriflame</i> Cosmetics Brand	13
2.5.1 Catalogue as the Part of Advertisements.....	17
2.5.2 Attention seeking of advertisement.....	20
2.6 Review with related of the study	22
CHAPTER III METHODOLOGY	23
3.1 Research Method	23

3.2 Source of Data.....	24
3.3 Data.....	24
3.4 Technique of collecting data.....	25
3.5 Technique of analyzing data	25
CHAPTER IV FINDING AND DISCUSSION.....	27
4.1 The Corpus of Data	28
4.2 Lexical Meanings Found in Slogan of E-Catalogue <i>Oriflame</i> Edition 2019 Product.....	32
4.3 The meaning based on Context in Slogan of <i>Oriflame</i> E-Catalogue 2019..	77
CHAPTER V CONCLUSION AND RECOMMENDATION	133
5.1 Conclusion	133
5.2 Recommendation.....	134
BIBLIOGRAPHY	135

