

ABSTRACT

Nurul Nabilla Ramadhanty Putri. 1155030188. *An Analysis of Lexical and Contextual Meaning in Slogan of Oriflame Brand Cosmetics on E-Catalogue Edition August 2019*. An Undergraduate Thesis. English Literature Department. Faculty of Adab and Humanities. Islamic States University of Sunan Gunung Djati Bandung. Advisor: 1. Dr. Hj. Ruminda, M.Hum; 2. Drs. Irman Nurhapitudin, M.Hum

Keyword: Semantics, *Oriflame* Cosmetics, Slogan, Lexical Meaning, Contextual Meaning.

Cosmetics have become the needs for people to make their body attractive. The one of brands which has known by people is *oriflame*. In the data, the slogan's writer used interesting words regarding the meaning that it must consist of simple and easy to understand word. The research found the word or phrase using represented word on context in the situation toward the slogan as Lyon mentioned. This research aims to identify the meanings of words inside the slogan which become the intention of the brand itself. These meanings are analyzed by two sides of interpretations; they are lexical and contextual meaning due the word itself has the meaning which can be understand deeper by meaning as context to understand the situation. The lexical meaning defined the slogan by the definition in three dictionaries. Meanwhile, the contextual meaning is defined by the Lyon's understanding toward the concept which refers to actual situation, the involvement of participants, and the appropriateness or the meaning of the data. The analysis of this study applied the form of description in explaining the data and theory. Thus the study used qualitative approach which referred to the method of content analysis regarding the data forms of media found in official website of the brand. Besides, the data are based on presence of the slogan in e-catalogue as print media. The result of this research is the meanings of each slogan which used the interpretation lexically and contextually. The context form is matched with the situation in order to detect the existence of the shift of meaning from the interpretation as lexical.