

AMBIGUITY FOUND IN THE FOOD ADVERTISEMENTS ON SOCIAL MEDIA INSTAGRAM

Miranda Nurul Fitra¹, Samsul Hadi², Chusna Apriyanti³

^{1,2,3} English Education Study Program, STKIP PGRI Pacitan

Email: ¹⁾ mirandafitra06@gmail.com, ²⁾ samsulhadi.mr@gmail.com, ³⁾ chusna.apriyanti@gmail.com

Abstract: The purpose of this research is to identify the types of ambiguity in the food advertisement on social media Instagram, and to know the perspective readers of ambiguity that happen in the food advertisement. The researcher used a descriptive qualitative method to analyze the data. The researchers took 20 data from written source of food advertisements, in 2019. The finding shows that there are two kinds of ambiguity found: lexical ambiguity (54% with 13 words), structural ambiguity (46% with four word and nine phrases). In the findings, there is no phonological ambiguity found. Most of the readers have a different perspective, interpretations, assumptions or opinions related to the advertisements, because there was no clear and detailed explanation from the advertisements and differences in mastering the context.

Keywords: *Semantic, Ambiguity Meaning, Advertisements.*

INTRODUCTION

Linguistics plays a vital role for the development in a language. It relates with study of meaning. Semantics as one of linguistics study which is learn about intended meaning. The noun “meaning” and the verb “to mean” have many meanings interconnected and shaded into one another in various ways (Lyons, 1995). Moreover, Lyons (1995) identifies meaning as “the ideas and concepts which can be transferred from the mind of the speaker to the mind of hearer by embodying them, as it were, in the forms of one language or another”. In semantics, there are seven types of meaning: conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning (Leech, 1981).

From the meaning in a language, many errors in a word, phrase, and sentence can happen both in spoken or written text. Some of the error is ambiguity. It is the phenomenon of language when a word, phrases, or sentence have more than one meaning.

Ambiguity as a linguistic condition which can arise in a variety of ways (Ullmann, 1977). From a purely linguistic point of view, he distinguishes ambiguity into three main forms: phonetic, grammatical and lexical. Usually, the speaker does not

aware with their utterance. Then it makes misunderstanding or misinterpretation about the context.

Ambiguity is a kind of linguistics phenomenon which deserves a careful observation. Ambiguity needs to be thought deeply, to be exposed and eliminated. Ambiguity brings specific communication effect. The sentence may be structural in a case of word order but it may lead the readers to have more than one interpretation. Now days, many company used social media as tool to promote and share their product. It includes, advertisements, magazine, testimony, or post of picture of the products. Advertisements is one of the media that often finds the ambiguity. It because, the writer or the speaker does not carefully when choosing the word, phrase or sentence. Then, it becomes the problems which can analyse by the researcher.

Considering of the phenomenon, ambiguity is a kind of linguistics phenomenon which deserves a careful observation. The researcher is highly motivated to carry out this research which is aimed to investigate the types of ambiguity in the food advertisements on social media Instagram. It also has aims to give detail information about the ambiguity and showed the description of the analysis data.

Many researchers used this study of semantics meaning in ambiguity to get clarification about this language phenomenon. One of the research is *Lexical Ambiguity in English Advertisement Slogans of Unilever Products* by GustiAyudewi and KetutTike, English Department, Faculty of Arts, Udayana University, Bali, Indonesia. The purpose of this research to identify the most suitable meanings of the ambiguous expression caused by the lexical ambiguity found in the advertisement slogans of Unilever products, and to analyze the factors of lexical ambiguity found in the advertisement slogans of Unilever products.

Based on the research thesis from GustiAyudewi and KetutTike, get the differences relates with the object of the study and the problems of the study. In these research, the researcher only focused on the types of ambiguity in the food advertisements include the error in a word, phrase, and sentences. Then, the researcher carries out the research entitled “A Study of Ambiguity in the Food Advertisements on Social Media Instagram”. This research has aims to analyse the types of ambiguity in the food advertisements, and to know about the reader perspective about the ambiguity.

RESEARCH METHOD

The researcher used descriptive qualitative research design. The data were 20 of food advertisements on social media Instagram was took during the time in 2019 by using purposive sampling. The data were gathered by using datasheet as the instruments. The researcher only focused on the analysis of the types ambiguity. The data were gathered as well as analysed by these procedures: searching of food advertisements on social media Instagram, choosing the advertisements, classifying and analysing the advertisements based on the types of ambiguity, validating the data and it was done by Mr. Hasan Khalawi, M,Pd, and Mr. Andi Taufik, S.Pd.,M.M as the validator of this research, then, displaying the data into chart and drawing the conclusion.

RESEARCH FINDING AND DISCUSSION

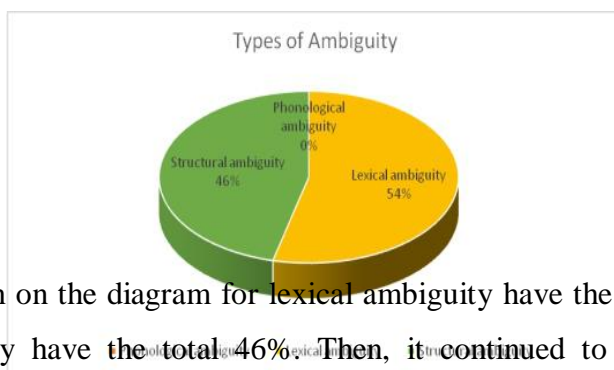
The result of analysing the types of ambiguity based on the theory from Stephan Ullman as below:

Table 1. The Display of Analysis Data

No	Types of Ambiguity	Word	Phrases	Sentences	Total
1	Phonological ambiguity	0	0	0	0
2	Lexical ambiguity	13	0	0	13
3	Structural ambiguity	4	9	0	13

There are two types found in the data which are lexical ambiguity as the highest error and structural ambiguity as the lowest error, and for phonological there is no error. It because the data is written text. Then, this analysis presents the percentage of the highest and the lowest of the types ambiguity. Then, it shows some the food advertisements which contain ambiguous words.

Chart 1. Percentage Types of Ambiguity



It can be seen on the diagram for lexical ambiguity have the total is 54% and for structural ambiguity have the total 46%. Then, it continued to shows some of the

description of each types ambiguity found in the food advertisements on social media Instagram and the result from online interview of reders perspective.

Lexical Ambiguity

Lexical ambiguity arises when a single word has more than one meaning. This kind of ambiguity may result in written form, such as in the advertisements, articles, news titles, and other forms of written text. Here is an example:



It is from the official account Instagram of Pizza Hut. It is an American restaurant and international franchise that was founded in 1985 in Wichita, Kansa, by Dan and Frank Carney. This company is as well known for its Italian American cuisine menu, including pizza and pasta, as well as side dishes and desserts. In these advertisements, there is a word of *quiet* that gets ambiguous errors. Based on the Oxford Advanced Learner's Dictionary, the concept of quiet in the advertisements "ALL I WANT IS SOME PIZZA & QUIET" has two interpretations or double meaning. Firstly, *quiet* means of want to enjoy the pizza with the situation in quiet or only want to enjoy this pizza privately. Secondly, *quiet* refers to the incredible or unusual about something such as the taste of pizza or how it deserves with well to attract attention and make the customer curious about the products. From both, the most suitable meaning in this advertisement for the ambiguous word of *quiet* is enjoying the pizza in quiet conditions and privately. Then, the meaning indicates connotative meaning, and the lexical factors are polysemy. The word *quiet* in this advertisement also belongs to structural or grammatical ambiguity. Based on the Oxford Advanced Learner's Dictionary, the correct writing for the word *quiet* is quite.



It is from the official account Instagram of Lay's. Lay's is a brand name for the product of potato chips. This company was located in the United States. Lay's also has been owned by PepsiCo through Frito-Lay since 1965. In this advertisement, there is a word of *chips* that has an ambiguous meaning. Based on the Oxford Advanced Learner's Dictionary, the term "chips" has two meanings.

Firstly, the word of *chips* refers to a small piece of thing related snack. It includes a small piece of chocolate, potato, or cookies. Secondly, a chip is a little flat piece of plastic used

to represent a particular amount of money, such as chips, which is pinned on an ATM card or other electronic card. From both, the most suitable meaning in this advertisement is *chips* that refer to a small piece of chocolate, cookies, or potato related to Lay's products. Then, the meaning indicates conceptual meaning, and the causal factors are polysemy.

Structural or Grammatical Ambiguity

Ambiguity in the level of grammar occurs when the phrase, clause, or sentence creates ambiguity because the structure has interpreted more than one meaning. It is a situation where one sentence has more than one meaning due to the sentence structure. Here is an example:



It is from the official account Instagram of **SUBWAY**. It is a brand name for the product of junk food or fast food such as sandwiches with all topping and sauce, salad, and dessert. This company was located in the United States. It is one of the fastest-growing franchises in the world, which has 41,512 locations of restaurants in more than 100 countries. In this advertisement, there is a phrase of "***Make this Tuesday a TWOSday***" which belongs to structural or grammatical ambiguity because it has two interpretations or more than one meaning. Firstly, it means every Tuesday in two periods we eat two sandwiches. Secondly, it refers to eat two sandwiches on Tuesday. From both, the most suitable meaning in this advertisement is on Tuesday we can eat two sandwiches. Then, the meaning indicating connotative meaning and lexical factors is polysemy. Ambivalence in this advertisement can be avoided by adding appropriate punctuation.



It is from the official account KFC. Kentucky Fried Chicken, or well known as KFC, is an American fast-food restaurant chain headquartered in Louisville. It is specialized in fried chicken. It is the world's second-largest restaurant chain after MC Donald's with 22,621 locations globally 136 countries as of December 2018. In this advertisement, two phrases have the same meanings. The first phrases are "***BEYOND Fried Chicken***" and the second phrases are "***A Kentucky Fried Miracle***." It belongs to structural or grammatical ambiguity. In each advertisement, have the same meaning or

interpretation between *Fried Chicken* and *Kentucky Chicken*. The meaning of this phrase is similar which tells about chicken related to KFC products. Then, in the first phrases, there is a word *beyond* which belongs to lexical ambiguity. Based on the Oxford Advanced Learner's Dictionary, the word *beyond* in the advertisements of **BEYOND** *Fried Chicken* has two interpretations. Firstly, the word *beyond* refers to a preposition if it is used on or to further side. Secondly, the word *beyond* is an adverb. From both, the most suitable meaning for the word "beyond" is preposition based on this advertisement picture. 3. Then, the meaning is polysemy.

The ambiguity makes the readers get difficulties and misinterpreting relates with the context. The respondents cannot understand with the real meaning or purpose that means by the advertiser from the advertisements. Here is an example of the reader perspective about the food advertisements:

No	Advertisements	Readers Perspective
1	<i>Break In Case of Emergency</i>	It has two interpretations or double meaning which get ambiguity. Firstly, “ <i>Break In Case of Emergency</i> ” can mean that people can take a rest and enjoy this product when getting an urgent position or people like in bad conditions. Secondly, “ <i>Break in Case of Emergency</i> ” can refer to the people that <i>emergency</i> in this phrase has a meaning that they can enjoy this product when they feel famished.
2	<i>Double tap to trick or treat</i>	It is hard to understand, why? because when we are touching or tapping this picture nothing happens. Then, for trick or treat, we didn’t get one of them, we just took the picture.

CONCLUSION AND SUGGESTION

The result of this research shows that the most frequent error of ambiguity is lexical types with the total is 54% and the second position is structural types with the total error 46% include of four of word and nine for phrases. Especially for phonological types there is no error because this types usually happen in spoken text. But, the accent English that used in the food advertisement is using United States. It because the overall of the company is from the American continent. Then, the most reason why lexical becomes as the highest is the writer or the speaker does not carefully with their utterance and language usage, and for structural because, the writer does not follow the right rule or structure in how to write based on the English writing text. Hopefully based on these research, can help the reader in getting more understanding about the semantics study, especially ambiguity and language usage in the context.

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