

ABSTRACT

Miranda Nurul Fitra. *A Study of Ambiguity in The Food Advertisements On Social Media Instagram.* Thesis. Pacitan: STKIP PGRI Pacitan, 2020.

This research has aims to identify the types of ambiguity in the food advertisements on social media Instagram and to find out the reader perspective in the food advertisements on social media Instagram.

The researcher used descriptive qualitative research. The data were 20 from food advertisements on social media Instagram and the respondents from the English education Study Program. The researcher conducted the theory from Stephan Ullmann which divided into three types of ambiguity: phonological, lexical, and structural ambiguity. The researcher collected the data used picture analysis.

The result of this research showed that the most frequent types which got errors of ambiguity in the food advertisements on social media Instagram was lexical ambiguity (54%) with the total 13. While for structural ambiguity (46%) with the total error four for word and nine for the phrase. Then, for phonological ambiguity got (0%). It because the phenomenon happened when on the spoken text. But, the used of English accent was using United States (US). The researcher suggested for furthering researcher should get deeper analysis and more critical in doing analysis. Then, the suggestion for the readers was the readers should be more aware of the language usage.

Keywords: *Food Advertisements, Semantic Approach, Types of Ambiguity.*