An Analysis of Polysemy in Advertisement of the Jakarta Post Newspaper

Agus Hadi Wijaya
University of Dehasen Bengkulu
hadi_wijaya@gmail.com

Abstract
Polysemy is the different meanings of word that has connection between each other. Klein and Murphy (2002) also defined that polysemy is the existence of more than one meaning for a given word that is the capability of a word to convey the different information about objects and phenomena of extra linguistic reality. The aim of this study was (1) to find and classify the types of polysemy that is found in the advertisements of the Jakarta Post Newspaper and (2) to investigate the meaning of polysemy type that is used in the advertisements of the Jakarta Post Newspaper. The advertisement in Jakarta Post newspaper is the object of this study only in May 2014 editions. From the result and analysis of this thesis, the writer found 72 polysemy. It divided into 40 regular forms of polysemy and 32 irregular ones of polysemy. It can be seen that regular form is the dominant kinds of polysemy that is in Jakarta Post advertisement. It can happen because advertisement was usually made by using journalistic language. It was arranged with the purpose of advertisement to give information, persuade, influence, creating message and promote of ideas, goods, or service by identified sponsor.

Keywords : Polysemy, advertisement, jakarta post newspaper.

Introduction
Language is a fundamental aspect of human life. To communicate and establish relationship with other, people use language as tool of communication (Wardhaugh, 2001). Humanbeing are free to express their ideas, it means that they have the ability to transfer ideas from one person to the others.

The function of language is not only as a tool of communication but also as a tool to persuade and influence people to do something. People use various of ways in creative media in order to get most effective attention from the listener or reader. Even human use different style either in social or in the politic and economic aspect. Guth (2005) said that good speakers or writers will get a success on their aim depend on how well people use a word, how they talk to other, what they say to a dissatisfied person, and how well they understand what they are told to do through the meaning. To learn the system of language, we have particular study that we learned in order to understand the phenomenon of language itself. It is called linguistic.

There are so many fields that categorize every types of linguistic subject, one of them is semantic. Semantic is the study of meaning that is used for understanding human expression through language, (Cruse, 2004).In daily life, people often make a
statement or express a utterance about the possibility that something in the case. People do not always know what exactly happens in this world: some assumptions can be based on the real world, like some phenomena that may refer to what is being assumed, for example a dark cloud in the sky that can be used to predict rain, while others can be just based on the speaker’s belief that something is the case. In fact, Semantic closely related to applications in real life including word sense and its meaning, but in this study only focused on Polysemy.

On the other hand, according to Edelheim (2007) polysemy is the intentional opening up of meaning in a text with the aims as multitude of different interpretations that any text can contain, depending on the reader’s point of view. Meanwhile this study will focus on textual analysis and show why polysemy is an important concept to take into consideration when producing the word meaning. Any dictionary was used to confirm by the range of different senses (and/or uses) that will have listed under a considerable number of its entries.

Furthermore, Puntoni (2010) in Cruse (2004) defined that polysemy is potentially found on advertisements, in practice one meaning is likely to dominate the interpretation in the marketplace of simple commercial messages. In order to make it specific, the writer investigated the using of polysemy in the written form that is in the advertisements on the newspaper. Advertisement shows in non personal information about product, brand, or corporation that is running by compensation. Because of that, advertisement is a communication process to influence someone to take an action that benefit toward advertisement maker side.

There are a lot of kinds of newspaper that circulate in society. One of them is Jakarta Post newspaper. Jakarta Post is a famous English daily newspaper in Indonesia that is appeared in sheets like others. The Jakarta Post contains interesting information and advertisements that are useful to entertain and to persuade the readers. The author absolutely uses so many words to describe something. Besides that, to make it more interesting, the author also chooses the words that have more than one meaning, and the readers have their assumptions to interpret the meaning.

On the other hand, polysemy in advertisement of the Jakarta post newspaper has not investigated yet. It can be seen from some previous studies such as by Ristanti Akseptori entitled an analysis of the understanding of the news titles interpretation to the news context in the Jakarta post. Furthermore, Naibaho and Dardanila entitled an analysis polysemy on medan bisnis newspaper agust edition 2007. Based on that explanations, the writer interests to analyze polysemy in the advertisements of Jakarta Post as the thesis entitled An Analysis of Polysemy in The Jakarta Post Newspaper.

Methodology

The approach of this study is qualitative method that deals with the non-numerical linguistics units in the forms of words, phrase, clauses, or sentences (Creswell, 1998). It means that this thesis used descriptive qualitative to identify and interpret the use of polysemy as found in the advertisements of the Jakarta Post.

The source of this thesis is the advertisement in newspaper. Advertisement in newspapers a written form of marketing communication used to encourage, persuade, or manipulate the readers to take actions. This thesis will focus on the meaning of
certain words in advertisements of Jakarta Post that has polysemy form in May 2014 edition.

Reading the advertisements and interpret the meaning of certain words is the absolute choice in order to understand the polysemy usage has several steps as follow:

b. The next step is selecting advertisement of that newspaper
c. Then, choosing the words that have more than one meanings and that are made as supporting ideas in strengthen the thesis especially about the use of polysemy.
d. Reading related journals and articles about polysemy from many books is another way that is taken besides reading journals and articles from internet.
e. Classifying polysemy words into two types are regular and irregular form.
f. Finding the meaning of that word related to the advertisement in the Jakarta post newspaper.

Conceptual theory

Many people think that most words have only one meaning, with the rare exception of homonyms. Homonym meanings are generally unrelated (e.g., bank refers to the side of a river or a financial institution), usually arising through historical accident. Less familiar but far more prevalent is the phenomenon of polysemy, those with multiple related senses.

Moreover, Edelheim (2007) defined polysemy is the branch of science about meaning in a text with aims to know the multitude of different interpretations depends to the context and the reader’s point of view. For example: the word run. Its meaning in the verb phrase run a half marathon is clearly different from the one it has in run some water, or, for that matter, in run on gasoline, run on empty, run a shop, run late, run away from responsibilities, run in the family, run for President, and so on. This phenomenon is described as polysemy, and it proliferates in natural languages. This is confirmed by the range of different senses (and/or uses) that any dictionary will have listed under a considerable number of its entries. On top of this comes the range of non-established senses that lexical items may be used to express on different occasions of use, which are contextually derived on the spot.

Most content words appear to be polysemy to at least some degree. As an example, paper originally referred to a writing material, but it has evolved to mean the substance normally used to make that material, the content of some writing, and even an oral presentation of that content—so that we can now deliver a paper at a conference without using any paper to do so. Other directions in which paper has been extended include the news source (newspaper), which has been stretched to refer to the company that publishes a paper, a representative of the company, and even the editorial policies of the company. In accordance to Klein & Murphy (2001), there is wide agreement that polysemous senses are highly related, that they are created partly by semantic approaches.

Based on the theories above, the writer concluded that polysemous forms explain about the different meanings the word has have a connection between them. Polysemous forms can be divided into words that show regular and irregular polysemy. In accordance to (Apresjan, 1973) “Polysemy of the word A
with the meaning $ai$ and $aj$ is called regular if, in the given language, there exists at least one other word $B$ with the meanings $bi$ $bj$, which are semantically distinguished from each other in exactly the same way as $ai$ and $aj$ and if $ai$ and $bi$, $aj$ and $bj$ are non synonymous. Polysemy is called irregular if the semantic distinction between $ai$ and $aj$ is not exemplified in any other word of the given language.” Based on this theory, we can conclude that **regular polysemy** is a form of systematic, recurring polysemy. The words have a systematic relationship between them.” For example, in the English word *girl* which can mean both *small female child* and *girlfriend*. Words that we categorize as possessing **irregular polysemy** do not have this systematic relation. Words that possess irregular polysemy however do tend to be connected to one another via metaphorical relationships. For example, *cherry*, it can be the name of fruit or kinds of colour. It has different meaning related to the context of word.

**Finding**

Based on the result of the research, the writer found that there are 72 polysemy words in advertisement of Jakarta post. They were divided into two types, namely 40 regular types and 32 irregular ones. The examples and description of each types will explain as below.

a. **Regular Form of Polysemy**

Regular form of polysemy defined as form of systematic, recurring polysemy. The words have a systematic relationship between them. In other word, word $A$ is called regular if in the given language there exist at least one other word $B$ with meaning which are semantically distinguished from each other in the same way and non synonymus, (Klein and Murphy, 2001). For examples:

\[
\text{Botani all day dining has more than 130 seats and dining room equipped with elevated booth seating.}
\]

The word *seats* on sentence of advertisement entitled Botani All Day Dining Restaurant with Many Flavors included in regular polysemy because it has same systematically word but different semantically or non synonymous. In usual it can be means as kursi but in that sentence of Jakarta Post Newspaper advertisement it means tempat.

\[
\text{Cork and screw and boga and fine wine are pleased to host an extraordinary.}
\]

The word *host* on that sentence from advertisement entitled Wine Journey included in regular polysemy because it has different semantically and non synonymous with true meaning. It means as pembawa acara but in that sentence of Jakarta Post Newspaper advertisement the word *host* means tuan rumah.

\[
\text{Back to nature with bali soap.}
\]
The word *back* on sentence of advertisement entitled Back to Nature with Bali Soap is example of regular polysemy because it has a non synonymous meaning of word, different semantically related to the context of word is. The word *back* means belakang, but in that advertisement the word back means kembali.

To welcome the coming school holiday, the Aston Braga Hotel and Residence, Bandung is set to offer a school holiday package, *valid* from June 1 to 25.

The word *valid* on that sentence of advertisement entitled Enjoy the School Holiday at the Aston Braga Hotel included in regular polysemy because it has same systematically word but different semantically or non synonymous. In usual it means as keabsahan but in that sentence of Jakarta Post Newspaper advertisement it means berlaku.

### b. Irregular Form of Polysemy

Polysemy is called irregular if the semantic distinction between ai and aj is not exemplified in any other word of given language. It does not have systematic relation, however it tend to be connected to one another via metaphorical relationship (Klein and Murphy, 2001).

*Meeting* packages from HK$308 per person (half day) for a minimum booking of 15 persons.

The word *meeting* on Jakarta Post Newspaper advertisement entitled Empire Hotel Hongkong, Wan Chai included in irregular polysemy because it has the same meaning or true meaning with other words even it has no systematic relation. It has similar meaning to conference, discussion and gathering is pertemuan.

These are in the line with the rising worldwide trend on the use of natural hygiene and cosmetic products, with balinese product becoming *better known* globally.

The word *better known* on Jakarta Post Newspaper advertisement entitled Back to Nature with Bali Soap included in irregular polysemy because it has same meaning or true meaning with other word even it has been not systematic relation. It has similar meaning to popular, famous is terkenal.

Rumah Lunar is a new brand in the area of home decoration, which is making efforts to *enter* the local market.

The word *enter* on Jakarta Post Newspaper advertisement entitled Rumah Lunar offers renovation sale included in irregular polysemy because it has same
meaning or true meaning with other word even it has been not systematic relation. It has similar meaning to come in, get in is memasuki.

Wristwatch brand ice watch recently launched a new white design complemented by splashes of bright colors in an extension to the laidback and sporty features of its Ice-Chrono Party Electrik product line.

The word complemented on Jakarta Post Newspaper advertisement entitled Ice-Chrono Wristwatches showcase splashes of colour is example of irregular polysemy, because that word has more than one meaning for a given word and connected to one another via metaphorical relationship. Complete, equip and fit out are the synonymous of complemented, while it means dilengkapi.

Analysis

Based on the findings, many kinds of polysemy words are in advertisement of Jakarta Post Newspaper on May 2014. While, it is divided into two kinds are regular and irregular forms. Jakarta Post is one of media in English and Indonesia and also first Indonesian daily newspaper written in English. It consists of 20 pages and comprises 9 sections, namely: headlines, opinion, city, advertisements, etc.

In this thesis regular form is more commonly found of polysemy. There are 40 word of regular form and 32 word of irregular form. It revealed that advertisement in Jakarta Post Newspaper is written by using word with semantically distinguished or non synonymous. The author or editor of that advertisement more often used unfamiliar word with daily activity. In other word they like to use figurative meaning of word.

Furthermore, context also has important role to help the writer understand the meaning of polysemy word. Figurative meaning has closely relationship to polysemy because it is the existence of more than one meaning for a given word. That is the capability of word to convey different information about objects and phenomena of extra linguistic reality.

In other side, both regular and irregular form almost have similar percentage. The differences are that polysemy in irregular form has special characteristic is more familiar or often used in daily activity (true meaning).

Conclusion

From the result and analysis of this thesis, the writer found 72 polysemous words. It divided into 40 regular form of polysemy and 32 irregular ones. It can be seen that regular form is the dominant kinds of polysemy that is in Jakarta Post advertisement. It can happen because advertisement usually made by using journalistic language. It arranges with the purpose of advertisement to give information, persuade, influence, creating message and promote of ideas, goods, or service by identified sponsor.
References


