

## ABSTRACT

**Atik Rahmawati. 1155030028. *Semantic Transparency and Opacity of Wardah Cosmetic Product Copytext*. An undergraduate Thesis. English Literature Department. Faculty of Adab and Humanities Thesis. State Islamic University of Sunan Gunung Djati Bandung.**

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The researcher analyses the copytext of Wardah cosmetic product. Peculiarity of this research is to understand the truthful meaning included in the Wardah cosmetic product copytext. In order to fulfill women's requirement, this research gives explanations which is related to cosmetic consumer especially Wardah cosmetic product consumer. Hence, the research questions of this research are: 1) what is the meaning of semantic transparency of Wardah cosmetic product copytext. 2) what is the meaning of semantic opacity of Wardah cosmetic product copytext. The researcher uses semantic transparency and opacity theory by Schefer (2018) and Sherko (2015) to analyze the data. The research method of this research is descriptive qualitative method. The researcher uses four steps in collecting data, those are browsing, selecting and capturing, classifying and the last is transcribing. Technique of analyzing data of this research uses four steps, there are reading, categorizing, analyzing and concluding. Based on the data analysis, the findings show that that the meaning of semantic transparency in Wardah cosmetic product copytext is dominated by semantic fully transparency (19 data). Meanwhile, the semantic non-head transparency is only found with 10 data. Furthermore, the meaning of semantic opacity in Wardah cosmetic product copytext is dominated by semantic non-head opacity (11 data) and the semantic fully opacity is only found 10 data. Based on the data analysis, it can be concluded that semantic transparency is easier to understand than semantic opacity. Semantic transparency that uses a simple and easy compound word makes the readers easy to understand. Meanwhile, semantic opacity that uses a complicated compound word makes the readers harder to understand. The meaning of both semantic transparency and opacity depends on compound word used in Wardah cosmetic product itself.

**Keywords: Semantic transparency, semantic opacity, Wardah cosmetic.**

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Peneliti menganalisis copytext yang ada dalam produk kosmetik Wardah. Penelitian ini sangat menarik karena bertujuan untuk mengetahui makna sesungguhnya yang terdapat dalam copytext produk tersebut. Untuk memenuhi kebutuhan wanita, penelitian ini memberikan penjelasan yang berkenaan dengan pengguna kosmetik khususnya pengguna produk kosmetik Wardah. Karenanya, pertanyaan penelitian dalam penelitian ini adalah: 1) apa makna semantic transparan dalam copytext produk kosmetik wardah. 2) apa makna semantic non-transparan dalam copytext produk kosmetik Wardah. Peneliti menggunakan teori Schefer (2018) dan Sherko (2015) tentang semantic transparan dan non-transparan dalam menganalisis data. Peneliti menggunakan teknik metode deskriptif kualitatif sebagai metode penelitian. Penelitian ini menggunakan 4 langkah dalam mengoleksi data, yaitu mencari data, menyeleksi, mengkategorisasi dan menjelaskan. Kemudian teknik menganalisis data menggunakan empat langkah, yaitu membaca, mengkategorikan, menganalisis dan menyimpulkan. Berdasarkan analisis data, penemuannya menunjukkan bahwa makna semantic transparan dalam copytext product kosmetik Wardah didominasi oleh semantic transparan seutuhnya (19 data) dan semantic transparan sebagian hanya ditemukan 10 data. Sedangkan semantic non-transparan di dominasi oleh semantic non-transparan sebagian (11 data) dan semantic non-tansparan seutuhnya hanya ditemukan 10 data. Berdasarkan data analisis, dapat disimpulkan bahwa semantic transparan lebih mudah difahami dibandingkan semantic non-transparan. Semantic transparan menggunakan gabungan kata yang sederhana dan dapat dengan mudah difahami oleh pembaca. Sedangkan sematik non-transparan menggunakan gabungan kata yang rumit dan sulit di mengerti pembaca. Makna semantic transparan dan non-transparan tergantung gabungan kata yang digunakan dalam copytext produk wardah itu sendiri.

**Kata kunci: semantic transparan, semantic non-transparan, Wardah kosmetik.**