

CHAPTER I

INTRODUCTION

This chapter explains background of the research, statement of problems, research objective, research significance, conceptual framework and definition of key terms.

1.1 Background of Research

Women are imagined of beauty icon and representation of art and masterpiece. Based on the reason, women cannot be separated with cosmetic, makeup, and beauty devices in order to make it happen. Some people argue that beauty inside is better than beauty outside, but it is contrastive with what really happens in the real life. People more appreciate beauty outside than beauty inside itself. Therefore, women need beauty devices to discover their hidden beauty. The example one is cosmetic product as the widely instrument used by common women. Cosmetic product is representation of beauty, arts, and fashions of woman's life.

Cosmetics products are representation of beauty, arts, and fashions of women's life. Many products are produced by some companies to accomplish women's ambitions of beauty. In order to arrange cosmetics terms, the companies attempt to looking for words that appropriate with women's perceptions and also the research on words has been much contains with hiding meaning that will open human perception about the words itself. The meaning that contain in the words has been discussing and studying in part of linguistics call Semantics.

To emerge their products, the companies use website or social media in order to introduce product over the world. Cosmetic products that appear on social media or websites are known as copy-text. Based on some dictionaries, copy-text is *an original or earlier piece of work that is used to create a new edition of a book*. The other definition found that copy-text is *a manuscript or earlier published version of a text, used as the basis for and emended, scholarly edition*.

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words has been much contained with hiding meaning that will open human perception about the words itself. The meaning in the words has been discussed and studied in part of linguistics call Semantics.

Semantics as widely study instruments appears in all aspects of the text or words. As Kreidler (1998) states that semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meaning. in order to know further about the meaning, the researcher uses Semantics transparency and opacity as a theory of data. Semantic transparency and opacity are determining the meaning of something, (Saputra, 2018). It occurs in many product copy-texts naming. One of them is cosmetic product copy-texts.

This research appoints a cosmetic website as data. Written text is gained from Wardah Cosmetic website that has many beauty product copy-text in order to gain the consumers. The researcher just appoints on the words that contain semantic transparency and opacity of compound words. The data focus on various category of semantic transparency and opacity. Semantics transparency is the degree to which the meaning of a compound word on an idiom can be inferred from its parts (or morphemes) and the other hand, a word that is not semantically transparent is said to be opaque (opacity) (Cruse, 1986).

Wardah cosmetic arranges various brands of the product that can be easily found in many ways, such as catalogs, websites, or advertisements. It contains interesting brands that are not easily understood by the spelling or just reading the words, for example, *acne gentle scrub* is a kind of facial wash that contains vitamins or formula to cleaning the face from acne while from its brands the combinations of the words will show that product is like *acne gentle* or *kind acne*. However, there are also some products that are clearly understood by reading the combination of its words, for example, *Wardah Skin Care*. This name can be easily known that the product is a kind of Wardah Cosmetic that focuses on caring skin or specially to take care of the skin.

This research use theory about the issue of semantic transparency by Libben (1998). Semantic transparency is particularly relevant because some theories have proposed that whether words are represented and processed in terms of their

morphemes depends on whether the constituents are semantically transparent. Semantic transparency refers to the extent to which the meaning of the compound can be derived from the constituents, as well as to the extent to which the meanings of the constituents are related to the meaning of the compound (Libben 1998).

This research is initially inspired by M. Fandi Saputra (2018) as basic reference with the title *Semantics Transparency and Opacity of Mc Donald's Product's Brands* that investigated over 40 Mc Donald's product's brands and attempted to find the semantics transparency and opacity of the product based on respondent's opinion and find the semantics transparency and opacity degree of Mc Donald's product's brands. The idea of this research somehow comes from Sherko (2015) as basic reference which tells to identify linguistics transparency and opacity in compounds. Linguistic transparency and opacity analyses the degree to which the meaning of a compound word or idiom can be inferred from its parts. Thus, results the detailed analyses of the words classifies linguistic transparency or opacity as follows: two transparent constituents, transparent-opaque constituent, opaque-transparent constituent, two opaque constituents.

The other previous research is taken from global journal entitle *Semantic Transparency and Opacity in Fixed Expressions* by Transits (2004). The research focuses on the problems of semantic transparency and opacity in fixed expressions, particularly in collocation and idioms. There are degrees of semantic transparency in collocations. Collocations are perceived as being semantically transparent. Yet, this cannot be taken to imply that their meaning is always a compositional function of the meanings of their constituents. On the other hand, recurrent semantic contrast does not mean that all idioms are equally difficult to decode. Idioms show different degrees of ambiguity, of semantic opacity. Knowledge of the world will play a part in degrees to which speakers feel idioms to be opaque.

The others journal that contains some basic reference of semantics transparency and opacity is by Gagne and Spalding (2015) *Processing English Compounds: Investigating Semantic Transparency*. Based on that journal, semantic transparency is widely believed to affect the processing of compound words. It has been described as the degree to which the meaning of the constituent is retained in

the meaning of the whole compound, but also as the degree to which the meaning of the compound is predictable from the meaning of the constituent. The results from these various analyses indicate that various methods of measuring semantic transparency do not reflect the same underlying aspects of semantic transparency. Thus, this research is conducted under the title “Semantic Transparency and Opacity of Wardah Cosmetic brands”.

1.2 Statement of Problem

This research inspired by women experience about choosing and using make up for daily life. Even women can understand the function of the product, they sometimes need more information about its contents to be more helpful and suitable for their needs. Since the information about the product sometimes is not appropriate enough, this research will guide ones, especially women to understand meaning and information about the product itself. Then, this research will focus on discovering more appropriate meaning to guide and help reader in understanding the description of makeup. The research questions 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 copytexts?

1.3 Research Objectives

1. To analyze the meaning of semantic transparency of Wardah Cosmetic product copy-texts.
2. To analyze the meaning of semantic opacity of Wardah Cosmetic product copy-texts.

1.4 Research Significance

1. Academically

This research is useful for students who are interested in the semantic processes, such as lexical-semantic, semantic transparency and opacity that references to next researcher or academic paper and this

research also can contribute to every kind of reader who seeks fresh study about semantic transparency and opacity.

2. Practically

Practically, this research is useful for everyone who is interested in the cosmetic product especially for women that always use the Wardah Cosmetic for their daily activities to be able to know what is the meaning of the product exactly.

1.5 Conceptual Framework

Semantics is the study of meaning in language. Although it can be conceived as concerned with meaning in general, it is often confined to those aspects which are concerned with meaning in general, it is often confined to those aspects which are relatively stable and context-free, in contrast to pragmatics, which is concerned with meaning variation with context. Semantics is sometimes described as concerned with the relation of linguistic forms to states of the word; more sensibly, it may be seen as concerned with the relation of linguistic form to non-linguistic concepts and mental representations, as well as with relationship, of meaning between linguistic forms, such as antonymy and hyponymy (Saputra, 2018).

Lexical semantics is about the meaning of words. Although obviously a central concern of linguistics, the semantic behaviors of words has been unduly neglected in the current literature, which has tended to emphasize sentential semantics and its relation to formal system of logic (Cruse, 1986).

A lexical field then is a set of semantically related lexical items whose meanings are mutually interdependent and that together provide a conceptual structure for a certain domain of reality (Geeraerts, 2009). An attempt to explicate the knowledge of any speaker of a language which allows that speaker to communicate facts, feelings, intentions, and products of the imagination to other speakers and to understand what they communicate to him or her (Kreidler, 1998).

Transparency is the end point of continuum of degree of opacity (Cruse, 1986) Cruse has located the decisive break in semantic character between “fully transparent” and “to some degree opaque” rather than between “completely opaque” and “not completely opaque”, as this group together more satisfactorily elements with significantly similar properties. Thus, semantics transparency is the

degree to which the meaning of a compound word or an idiom can be inferred from its parts (or morphemes) and the other hand, a word that is not semantically transparent is said opaque, that referred to opacity.

Compounds vary in terms of the degree of semantic transparency. A standard division includes four degrees of semantic transparency: (i) transparent (TT) (when the sum of the meanings of the constituents activates the meaning of the entire compound), e.g. blueberry; (ii) opaque (OO) (when neither constituent activates the meaning of the entire compound), e.g., humbug ('dishonest act'); (iii) left-hand opaque (OT) (when the meaning of the rightmost constituent points to the meaning of the compound, but the leftmost does not), e.g. strawberry; (iv) right-hand opaque (TO) (when the meaning of the leftmost constituent points to the meaning of the compound, but the rightmost does not), e.g. shoehorn ('a curved object that you use for helping you to put your shoe on').(Hwaszcz & Jankowska, 2017).

This research was initially started by having some understanding Semantic Transparency and Opacity concept. It reveals a pre-input data before analyzed and reveals semantics transparency and opacity process in Wardah Cosmetics products. The description of how this study conducted is represented in the following chapter:



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3. Meaning

Meaning is an attempt to explicate the knowledge of any speaker of a language which allows that speaker to communicate facts, feelings, intentions and products of the imagination to the other speakers and to understand what they communicate to him or her (Kreidler, 1998).

4. Semantic Transparency

Semantic transparency is widely believed to affect the processing of compound words. It has been described as the degree to which the meaning of the constituent is retained in the meaning of the whole compound, but also as the degree to which the meaning of the compound is predictable from the meaning of the constituents. Furthermore, semantic transparency has been operationalized in various ways (Libben, 2010).

5. Semantic Opacity

Opacity has been understood firstly as a failure of the application of substitution of identical principle and later as accessibility relations holding between possible words. However, opacity in the semantics of natural languages ought to be simply characterized truth-functionally, in which case it results from the device that both avoid paradoxical interpretation of sentence and circumvent the principle of Pseudo-Scotus (Marno, 2004).