ABSTRACT

Lexical Ambiguity Found in 9gag Memes

Kustiah

14111146

The objectives of this research paper are to examine lexical ambiguities found in the selected humor memes and to describe its possible meanings. Here, lexical ambiguities are divided into two main categories, they are homonymy and polysemy. Thus, the data that are taken from the official website of 9gag.com are selected based on those categories. Moreover, the writer also chooses the memes with certain themes, such as crime, family, animals and entertainment.

In order to do the research, the writer conducted qualitative method since the main data are in non-numerical form which are in the form of images and texts from the selected memes. Further, the writer also applied semantic approach and used Ullman's theory (1977) to describe the lexical ambiguity from each meme.

The findings of the research, it indicates that there are 7 (seven) data that are categorized as homonymy and the rest 8 (seven) data are categorized as polysemy. In the case of homonymy, the writer needs to apply phonetic transcription on each datum in order to describe the words/phrase that are considered as the "keywords" which cause the ambiguity. However, unlike homonymy, the writer does not need to apply phonetic transcription in analyzing the selected data in polysemy since the focuses is on the word that has double meanings when it is applied on sentence with certain context. In other word, the writer only needs to focus in explaining the ambiguity that is implied by the creators of the memes.

Keywords: *ambiguity, homonymy, lexical ambiguity, polysemy, semantic*