

## Analisis makna leksikal dan kontekstual pada rubrik make up mata di situs Rubriek.nl = An analysis of lexical and contextual meaning on eye make up rubric in the site rubriek.nl

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### Abstrak

[<b> ABSTRAK</b><br>Kata yang kita temui dan gunakan dalam berkomunikasi memiliki makna leksikal dan kontekstual. Makna leksikal merupakan makna kata yang sebenarnya yang belum mengalami penyesuaian dengan konteks, sedangkan makna kontekstual adalah makna kata yang terikat dengan konteks situasi dalam suatu peristiwa bahasa. Ada kata-kata khusus yang digunakan pada satu topik, kegiatan, dan bidang tertentu tetapi juga dapat digunakan pada topik, kegiatan, atau bidang lainnya sehingga makna leksikal dan kontekstual kata tersebut menjadi berbeda-beda. Jurnal ini membahas mengenai makna leksikal dan makna kontekstual pada kata-kata khusus yang digunakan dalam artikel tentang make-up mata di situs Rubriek.nl, serta bagaimana penggunaan kata-kata khusus tersebut pada topik, kegiatan, dan bidang lain. Metode yang digunakan adalah metode kualitatif. Hasil dari penelitian ini adalah dari sembilan kata khusus yang digunakan pada artikel make-up mata, terdapat lima kata yang juga digunakan pada konteks atau bidang lain. Kata-kata tersebut memiliki makna leksikal dan kontekstual yang berbeda-beda satu dengan yang lain. Makna leksikal pada kata khusus dalam topik make-up mata dan topik lain berbeda disesuaikan dengan konteks, bentuk dan peruntukannya sehingga menghasilkan makna kontekstual. <hr>

<b>ABSTRACT</b><br>Words that we find and use to communicate have lexical and contextual meanings. Lexical meaning is the meaning of the word that has not been adjusted to the context, while the contextual meaning is the meaning of the word that is bound to the context of the situation in a language event. There are special words that are used on a topic, activity, and certain field but also can be used on the other topic, activity, or field so that the lexical and contextual meaning of the word becomes different. This journal discusses lexical and contextual meaning of the specific words used in eye make-up article on the site Rubriek.nl, as well as how to use these special words on the other topic, activities, and fields. The method used is qualitative. The result of this study is nine of specific words used in eye make-up article, there are five words that are also used in the another context or field. These words have different lexical and contextual meaning from one another. Lexical meaning of any particular word in the eye make-up topic and other different topics is adapted to the context, forms and designation so it will create contextual meaning., Words that we find and use to communicate have lexical and contextual meanings. Lexical meaning is the meaning of the word that has not been adjusted to the context, while the contextual meaning is the meaning of the word that is bound to the context of the situation in a language event. There are special words that are used on a topic, activity, and certain field but also can be used on the other topic, activity, or field so that the lexical and contextual meaning of the word becomes different. This journal discusses lexical and contextual meaning of the specific words used in eye make-up article on the site Rubriek.nl, as well as how to use these special words on the other topic, activities, and fields. The method used is qualitative. The result of this study is nine of specific words used in eye make-up article, there are five words that are also used in the another context or field. These words have different lexical and contextual meaning from one another.

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