

TABLE OF CONTENTS

TITLE PAGE	ii
APPROVAL SHEET.....	iii
ADMISSION SHEET.....	iv
MOTTO PAGE	v
DEDICATION PAGE	vi
ACKNOWLEDGEMENTS	vii
LIST OF ABBREVIATIONS	ix
LIST OF FIGURES AND TABLES.....	x
ABSTRACT	xi
ABSTRAK	xii
CHAPTER I: Introduction	1
1.1. Background of Choosing the Subject	1
1.2. Research Questions	8
1.3. Objectives of the Study	8
1.4. Scope of the Study	8
1.5. Literature Review.....	9
1.6. Presentation.....	11
CHAPTER II: Theoretical Framework and Research Methods.....	12
2.1. Theoretical Framework.....	12
2.1.1. Componential Analysis.....	12
2.1.2. Theory of Meaning	13
2.1.3. Semantic Change	15
a. Pejoration	16
b. Amelioration	16
c. Restriction	17
d. Expansion.....	17
e. Metaphor	18
f. Metonymy.....	19
2.2. Method of Research	19
2.2.1. Data Collection	20
2.2.2. Data Analysis	23
CHAPTER III: The Semantic Analysis of the Unique Keywords.....	27
3.1. Haul.....	28
3.2. Favorites.....	33
3.3. Swatches	36
3.4. Get Ready.....	41
3.5. Try on.....	46
CHAPTER IV: Conclusion	51
BIBLIOGRAPHY	53
APPENDICES	58