Lexical Cohesion of International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus

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KEYWORDS	ABSTRACT
international journal; lexical cohesion; types of lexical cohesion	This research is conducted to find what kind of lexical cohesion devices used in the journal and to explain the differences among all of them. This research was conducted by using descriptive qualitative as a method to analyze the data and the researcher used a purposive sampling to choose the data. The data were taken from the text of the international journal that contains 527 clauses. Moreover, the framework used to analyze the data is the one proposed by Paltridge (2000) which divided the types of lexical cohesion into six types; those are repetition, synonymy, antonymy, hyponymy, meronymy, and collocation. Based on the analysis, all types of lexical cohesion are found in the data with 495 total numbers. To be specific, the result of this research shows that the most dominant types of lexical cohesion that appears frequently is synonymy with 204 occurrences or 41,2% since the researcher of the journal wants to style his writing and make the text cohesive in order to relate the meaning between lexis used in the text. Meanwhile, the lowest frequency of occurrences is meronymy with 3 occurrences or 0,6%.
KATA KUNCI	*ABSTRAK*
jurnal internasional; kohesi leksikal; jenis kohesi leksikal,	*Penelitian ini dilakukan untuk menemukan jenis perangkat kohesi leksikal apa saja yang digunakan dalam jurnal dan untuk menjelaskan perbedaan diantara jenis tersebut. Penelitian ini dilakukan dengan menggunakan deskriptif kualitatif sebagai metode untuk menganalisis data dan peneliti menggunakan purposive sampling untuk memilih data. Data diambil dari teks jurnal internasional yang mengandung 572 klausa. Selain itu, framework yang digunakan untuk menganalisis data adalah salah satu yang diusulkan oleh Paltridge (2000) dimana membagi jenis kohesi leksikal menjadi 6 jenis; yaitu repetition, sinonim, antonim, hiponim, meronim, dan collocation. Berdasarkan analisis, semua jenis kohesi leksikal ditemukan dalam data dengan jumlah total 495. Lebih spesifik, hasil penelitian menunjukkan bahwa jenis kohesi leksikan yang paling dominan yang paling sering muncul adalah sinonim dengan 204 kejadian atau 41,2% karena peneliti jurnal ingin mengubah gaya penulisannya dan membuat teks menjadi kohesif agar dapat memahami makna antar lexis yang digunakan dalam teks tersebut. Sementara itu, frekuensi terendah yg muncul adalah meronimi dengan 3 kejadian atau 0,6%.*

INTRODUCTION

Systemic Functional Linguistics (SFL) is widely used by many people in the world especially in conducting research that related to discourse analysis by using systemic functional linguistics theory. Many researchers

used SFL as an approach to analyzing their data since it became a strategy in the linguistics field to detect the use of language in a social context. Moreover, Alaei & Saeideh (2016:203) said that SFL also had a relationship between language and society from the beginning of the emergence of a language. This kind of strategy is based on the concept of grammar assumed by Alaei & Saeideh (2016:205). Alaei & Saeideh also stated that language as a tool used for communication rather than as a set of rules. It could be seen from how language is used in different contexts, and how language is organized for use as a semiotic device (Eggins, 2016:21). Additionally, according to Santosa (2016:46), SFL examines how language is used in social contexts to reach a specific goal since it related to the use of language. Based on the theory mentioned above, it could be concluded that SFL became an important role in observing a language such as it used for communicating with others in social context to achieve a specific goal.

In SFL's concept, grammar is considered as a device to make meaning and it also has a relationship between form and meaning (Gerot & Wignell, 1994:2). Meaning becomes an important role in SLF and it also has another name known as "metafunction". Halliday (1985a) divided the metafunctions of language into three categories; those are ideational meaning, interpersonal meaning, and textual meaning. According to Endarto (2017:1-2), Ideational meaning indicates the ability of language to interpret someone's pattern of experience into a category (experiential) and arrange them into complex patterns (logical). In other words, this function could help people to know the mental picture, such as to know about what is going on and how it does happen. More than that, it usually related to the use of transitivity, which consisted of three main aspects; those are processes, participants and circumstances. The second function is interpersonal meaning. It created the ability of language to discuss social roles, judgments, and attitudes. These realizations are realized through mood and modality. The last function is textual meaning which used as a device to help the researcher analyzed her data since her data related to this function. In textual meaning, a discourse that involves theme and rheme, grammatical stages, and the use of cohesive devices at both lexical is produced by using the ability of language itself.

As mentioned above, textual meaning is realized through thematic progression and cohesive devices. Cohesive devices are words that show how the different components of a text match each other and they produce cohesion. Cohesion related to the grammatical relationship between words, sentences, and so on; that occur within a text. In other words, it occurs when the relationship between words, sentences, and phrases are apparent, or easy to understand. Moreover, Paltridge (2000:134-135) divided cohesion into two types. The first type is grammatical cohesion and the second one is lexical cohesion. Grammatical cohesion is the words that arranged into a compound of sentences produced by grammatical features. Meanwhile, lexical cohesion is lexical components that produce a combination of sentences. The two types of cohesion that already mentioned can be used as a reference for making a text and it can help the writers to make the text keep hanging together and to produce a cohesive text. Cohesive text is very necessary for writing, especially in writing academic texts such as books, articles, and journals.

According to Wikipedia, a journal is a periodical publication in which scholarship relating to a particular academic discipline is published. Other than that, academic journals also serve as permanent and transparent forums for the presentation, scrutiny, and discussion of research. From the explanation above, it can be concluded that Journal is a kind of periodical scientific peer-reviewed article written by the researchers or experts to give knowledge or publish their research work. In this research, the researchers chose an international journal as a data to analyze since they thought that the journal contains some kinds of lexical components. It shows that the text in the journal must relate to each other and it also must be cohesive to make the readers get the knowledge easily. Thus, the researchers wanted to analyze an international journal entitled "International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus" to know how lexical cohesion applied in writing a text to produce a coherent text that applied different word class with a similar meaning to make a different technique of producing text stay together. Moreover, the researchers also wanted to identify the lexical cohesion that appeared in the journal and to know about the

lexical cohesion that mostly used in the journal. Other than that, from the journal-title, the researchers thought that it is an interesting topic to analyze in a journal.

METHOD

This research was conducted by applying a descriptive qualitative method instead of a quantitative one. Nassaji (2015:129) stated that qualitative and descriptive research methods have been very common procedures to conduct research in many disciplines, including education, psychology, and social sciences. From Nassaji's theory mentioned before, the researcher thought that this research included in the discipline of education since this research gave an education for the reader or the further researchers. By using descriptive qualitative method, the data were analyzed by categorizing each word using the cohesion analysis in Systemic Functional Linguistics field and then describing in detail of each word about the classification of lexical cohesion.

The researchers used a purposive sampling method to get the data. According to Foley (2018) that explained in his website on the first paragraph, purposive sampling is a sampling technique in which researchers depended on their own decision when choosing people of the population to engage in their research. This kind of sampling method involved the researchers to have previous knowledge about the purpose of their research. From the explanation mentioned before, the researchers concluded that the data in this research must be well-prepared by choosing one of several data selected as samples. It based on the knowledge possessed by the researchers so that the data were chosen really suitable for the researchers' criteria.

Data and Subject

The data of this research were an international journal entitled "The Power behind Images: Advertisement Discourse in Focus.

Unit of Analysis

The unit analysis of this research was every clause found in the text of the International Journal of Linguistics "The Power behind Images: Advertisement Discourse in Focus" since it contained some lexical cohesion devices in the journal and it was analyzed by using Paltridge (2000) theory.

Technique of Data Collection

In collecting data, the researchers applied several steps. The first step was searching the journal through google. The second one was selecting the journal based on the researchers' criteria which was a journal related to the linguistic field especially about discourse. The third one was downloading the journal on the website that previously considered. The last one was printing the journal to analyze the next steps.

Technique of Data Analysis

In analyzing the data, the researchers did several steps. First step was segmenting the text in the journal into sentences. Second step was segmenting the sentences of the text in the journal into clauses. Third step was segmenting the clauses into the types of cohesive devices by using Paltridge (2000) theory. Next step was tabulating the types of cohesive devices into a percentage. Then, the next step was identifying the types of cohesive devices that dominantly appeared in the journal. Last step was interpreting the data so that the conclusion can be drawn.

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RESULTS AND DISCUSSION

In this research, the researchers analyzed about an international journal entitled "The Power behind Images: Advertisement Discourse in Focus". Moreover, the researchers also found all types of lexical cohesion devices in the journal. To be specific, it will be discussed in this part and the result can be seen on table 1.

Table 1   Types of Lexical Cohesion Devices found in the International Journal: The Power Behind Images: Advertisement Discourse in Focus

No	Types of Lexical Cohesion	Frequency	Percentage
1.	Synonymy	204	41,2%
2.	Collocation	170	34,3%
3.	Repetition	58	11,8%
4.	Antonymy	50	10,1%
5.	Hyponymy	10	2,0%
6.	Meronymy	3	0,6%
	Total	495	100%

From the table above, we can see that there are 495 types of lexical cohesion devices found in the data. Moreover, it shows that the most dominant types of lexical cohesion appear in the International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus is synonymy with 204 occurrences or 41,2% and then collocation with 170 occurrences or 34,3%, repetition with 58 occurrences or 11,8%, antonymy with 50 occurrences or 10,1%, hyponymy with 10 occurrences or 2,0%, and the last is meronymy with 3 occurrences or 0,6% which is the type of lexical cohesion that is the most rarely found in the International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus.

As mentioned before and from the table above, it shows that synonymy has the highest frequency to appear in the journal. It happens since the researcher of the journal wants to avoid repetition of words when conducting the journal. Moreover, the researcher also wants to style the writing of the journal to make the writing looks more scientific and professional. Besides, the use of synonymy also helps to relate the meaning between the lexis used in the text of the journal.

The table above shows that the occurrences of synonymy are 204 of 495 total numbers. In other words, the researcher of the data applied many synonymy words to conduct his data. Synonymy means two words that have a connection with each other and have the same meaning as another lexical item. The function of synonymy is to make the data contains of many variations of word so that the reader will not get bored when reading the data. Moreover, synonymy also can make the data looks more scientific since the total numbers of synonymy that appeared in the data shows a standard of an international journal. Synonymy happens when two different words that have similar meaning appear in a text to add variation words.

The second type of lexical cohesion that mostly applied in the text is collocation with 170 occurrences or 34,3% of 495 or 100% total number. Collocation presents two words combined together and produces combination words that deal with the relationship between the words of the fact. In other words, collocation means two words that usually used in a daily life then put together and create a combination word. The function of collocation in the text is to make the text or the data consists of combination word that has interrelated meaning. Additionally, collocation also determines the standard of an international journal. An international journal mostly used collocation to conduct the data to make their writing or research looks

more scientific like synonymy did. The total number of collocations that appeared in the data represents as a standard of an international journal.

The third type of lexical cohesion that mostly appeared in the data is repetition with 58 occurrences or 11,8% of 495 or 100% total number. Repetition means common words that commonly appeared in a text and it reflected by repeated words or word-phrase. In additional, the words that are repeated must reflect tense or number. The function of repetition is to make the writing becomes coherent and produce a text with interrelated meaning. Repetition happens when a word appears on the first sentence and then it repeats in the next sentence so that they produce coherent text. Other than that, the total number appeared in the data represented as standard of international journal.

The fourth type of lexical cohesion that frequently used in the data is antonymy with 50 occurrences or 10,1% of 495 or 100% total number. Antonymy means two different words that have opposite meaning with each other. The total number of antonymy quite represents as standard of international journal yet it doesn't appear as much as synonymy did. Additionally, the function of antonymy is to add some variation of words in a text by applying some different words that have opposite meaning or contrast. Besides that, antonymy occurs when two different words that have opposite meaning appear in a text and make the sentence in the text becomes more coherent with each other.

The type of lexical cohesion that frequently applied in the data which is in the fifth place is hyponymy with 10 occurrences or 2,0% of 495 or 100% total number. Hyponymy means some words that appear in sentence and it relates to each other. Moreover, hyponymy presents some specific words and general words or superordinate in sentence. The function of hyponymy in a text is to show the relationship between general and specific words. Thus, hyponymy happens when general words have a relationship with other specific words.

The last type of lexical cohesion which rarely used in the data is meronymy which only has 3 occurrences of 495 data found in the text or 0,6% of 100% total number. Meronymy means some words that have connection between each other or whole-part relation. The function of whole-part relation or called as meronymy is to give the cohesiveness to the text by putting some words that have whole-part relation. Meronymy happens when a word has whole-part relation with other words in sentence. Additionally, the occurrence of meronymy is only 3 of 500 total numbers since the researcher of the data only applies 3 occurrences of meronymy in producing data.

DISCUSSION

After presenting the finding, the researchers would like to show the discussion of the findings which showed the explanation about the types of lexical cohesion devices applied in the International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus. The types of lexical cohesion devices mentioned before are repetition, synonymy, antonymy, hyponymy, meronymy, and collocation. In this sub-chapter, the researchers would like to give some examples that along with the explanation which realized through the excerpt as follows:

1. **Repetition**

Repetition is the most common form of all lexical cohesion which is simply appeared in a text and repeated words or word-phrase. Other than that, the words that are repeated must reflect tense or number. For example, the word 'call' and 'called' (it shows that the word had changed to reflect tense), the second example is the word 'feeling' and feelings' (it shows the reflecting a change in number). According to Paltridge

(2000:134), repetition means words that are repeated in the text. The following are examples of repetition found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

Excerpt 1

which constitutes three three-dimensional **boxes**, nesting one inside the other. The inner box presents the text, the **box** in the middle presents the discourse practice, and the outer box presents the socio-cultural practice.

The excerpt above is the representation of the types of lexical cohesion named repetition. The word "box" and "boxes" is the form of words that are repeated. Those words are categorized in the form of noun. Furthermore, the meaning of those words is rectangular container which usually has a function to keep an object or thing. The researcher mentioned the word "box" twice in the first and the second sentence, yet he adds a suffix "es" in the first sentence to present a changed in number. Besides that, the reason of adding the suffix "es" in the word "box" is to fit the previous noun that mentioned in the sentence which is the words "three-dimensional" that represented as plural noun. That is why the researcher of the data added suffix "es" in the first sentence. Although the researcher added the suffix "es" in the repetition of the word "box", yet it doesn't change the meaning of the word. It only changes the number of that word.

Excerpt 2

For most people advertising is something to encourage or persuade them to buy a special **product**. […] there are non-product advertisements as well that without promoting any **products**.

As we can see in the excerpt above, it provides one of the types of lexical cohesion which is repetition. The repetition of the sentence above shows that the word "product" changed into the word "products" in the next sentence. Additionally, those two words are in a same form which is noun and those words also have a same meaning which is the result of something or something produced. The word "products" is formed by the word "product" and the adding of suffix "s" to reflect the number of the word "product". The function of the excerpt above not only to show the change in a number of the word but it also makes the sentence has interrelated meaning.

Excerpt 3

The vertical angle represents a relation of power between represented participant and **viewer** […] Describing the position of **viewers** vs. images does not explain the whole of the receiving process.

The excerpt above is identifying the type of lexical cohesion that appears in the sentence above which is repetition. The words "viewer" and "viewers" is a repetition word by adding a suffix "s" in the word in the second sentence "viewers". The adding of suffix "s" here changed the number of the word "viewer" which formed by a singular word becomes "viewers" that formed by a plural word. Although those words have different form in number yet the meaning of those words doesn't change. Therefore, the researcher of the data applied the repetition in the sentence above to make the sentence has interrelated meaning. Besides, the repetition also shows that the word had changed to reflect the number of the word "viewer" to "viewers".

Excerpt 4

The situational, institutional and social contexts shape and **affect** discourse […] in other words, every person (advertisers are among these people) is **affected** by her/his own ideological constraints

As seen in the sentence above, both of the bold and underlined words are classified into the type of lexical cohesion which is repetition. The words "affect" and "affected" have a same meaning between each other and same form which is formed by verb. Although they have a same form, yet they are not synonymy since they are a same word that only repeats by adding the suffix "ed" to change the tense. To be specific, the word "affect" is the first form of verb. Meanwhile, the word "affected" is the second form of verb. Thus, the use of repetition of the sentence above is to reflect the changed in tense.

Excerpt 5

Or with Kress and van Leeuwen's words "All they have is the **picture** itself […] and „the" way viewers make sense of their **pictures**." (Kress & van Leeuwen, 1996: 119)

The sentence in the excerpt above reveals that the two words that is bold and underlined are categorized as one of the types of lexical cohesion which is repetition. The word "pictures" is the repetition of the word "picture", yet the word "pictures" is added by the suffix "s" to reflect the changed in number. The researcher of the data adds the suffix "s" in the second sentence above since it is followed by the previous word which is "their" that has a plural meaning or something that consist of two or more elements. Meanwhile, the word "picture" is followed by the word "is" which indicates a singular meaning, so that the researcher of the data uses the word "picture" in the first sentence above. In addition, those two words are in a same form which is noun. Besides to reflect the changes in number, the use of repetition in the sentence above also make the meaning in the text becomes interrelated to each other.

Excerpt 6

(the dimensions being **represented** as boxes nesting one inside the other, see figure 1). […] The first dimension **represents** "the object of analysis

From this example, it shows that both of the words above are categorized as repetition. The word "represented" is the second form of verb of the word "represent" that is why the two words above are identified as repetition. Other than that, the word "represent" here is the form of the first verb. The researcher of the data only repeats the word "represent" and adds the suffix "ed" to change the tense. In other word, the use of repetition here is to reflect the changed in tense. Besides that, the use of repetition also helps to complete the sentence.

2. **Synonymy**

Synonymy refers to the connection between words that have the same meaning as another lexical item. Moreover, Paltridge (2000:134) mentioned that synonymy refers to the relationship between words that are similar in meaning such as "patrons" and "customers". The following are examples of synonymy found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

Excerpt 7

This paper **aimed** at analyzing six different advertisements (product/non-product ads) to investigate the intentions and techniques of consumer product companies to reach more consumers and sell more product […] that when a private producer **intends** to persuade the viewer to buy a special product, s/he gives the power to the viewer.

The excerpt above is categorized as synonymy since the word "aimed" and "intends" have the same meaning as another lexical item which is to direct toward a specified object or goal. In other words, the word "aimed" and "intends" connect to each other, and one of those words can replace each other in a sentence since

those words are in the same form. The form of "aimed" word represents as a verb and the form of "intends" word also represents as a verb. Thus, it can be seen in excerpt one above contains synonymy that has a function to conduct coherent sentences in a text and provides a variation of words in the text. Moreover, the coherent sentence is conducted by repeating a word that has the same meaning as the word before to produce an interrelated sentence.

Excerpt 8

Methods of Critical Discourse Analysis (CDA) appear as a useful **approach** for they offer excellent **methods,** not only for analyzing texts and images adequately, but also for putting them in analyzable relations to socio-cultural processes and changes.

In the excerpt above, we can see that the word "approach" and "methods" are underlined. Those words are identified as synonymy since those words have a similar meaning. The word "approach" here is a form of noun and it means the taking of preliminary steps to reach a specific goal. Meanwhile, the word "methods" here is also a form of noun which means process of reaching something. The researcher of the data only replaces the noun to make word variations in a text. Furthermore, the adding of word variation in a text make the sentence or the text looks more scientific since the researcher not only applied the same word to conduct the data yet he used another word that have a same meaning to variate the use of words.

Excerpt 9

Discourse has been described by Gee (2005: 1) as "language (**oral** or written) in use with more socio-politically oriented meaning." […] [CDA] regards both written and **spoken** „discourse" as a form of social practice.

As we can see, the two words above are categorized as synonymy. Those words have a similar meaning and the word "oral" also relates with the word "spoken". The word "oral" is represented as an activity that involves a mouth to convey a message or spoken activity by using a mouth as a device to deliver a message. Meanwhile the word "spoken" is also has the same definition as the word "oral" does. In additional, those words are also in a same form which is adjective. The function of those two words as synonymy in the text is to variate the sentence or text. In other words, the researcher attempts to apply the words excluding the word that mentioned before. Although the researcher replaces the word "oral" to "spoken", it doesn't make the text becomes not understandable or even disorganized.

Excerpt 10

Accordingly, ad can be considered as a **kind** of discourse that in its center power and ideology interact and can be used to express and impose one's ideology. As a result, CDA could be used to analyze this **type** of discourse to unmask the implicit ideologies behind it.

As we can see in the excerpt above, there are two words which are "kind" and "type". Those words are identified as one of the types of lexical cohesion named synonymy. The use of those words can replace each other since it doesn't change the meaning of the words. The word "kind" here indicates a specific variety. Meantime, the word "type" also indicates about a specific kind of something. Besides, those words are also in the same form which is noun. The function of those words in the sentences is to make the variation of words so the word that is used in the text doesn't look monotonous. In another word, the word "kind" and "type" can produce a coherent sentence by mentioning another word which has the same meaning as the word mentioned before.

Excerpt 11

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At the first stage comes the encoding process, with all the frameworks of knowledge
in the back of the producer's mind. On next level, the text/ad/whatever is,
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The two bold words above is identified as the type of lexical cohesion which is synonymy since the meaning of those words are similar with each other. Moreover, those words are also in a same form which is noun. To be specific, the meaning of the word "stage" is a step in a process or development to reach something. Meantime, the word "level" means a position of someone or something in a process to go further. Furthermore, those words also can replace to each other since they have a same meaning. The use of synonymy in the sentence above helps to add the variation of words that used in the sentence above and it also can help the sentence not to look monotonous since the researcher doesn't apply the same word many times.

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Excerpt 12
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Ideology influence and interact with one another. […] in which they are embedded:
the situational, institutional and social contexts shape and affect discourse
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The two words that is bold and underlined above are categorized as synonymy, for the reason that those two words have a similar meaning to each other. Some cases reveal that the use of "influence" and "affect" in a sentence or text can replace to each other since the meaning of those two words are similar to each other. Other than that, those two words also have the same form of word which is the form of verb. To be specific, the word "influence" means an action that has an effect to the condition of something or an action to affect something by indirect means. Meanwhile, the word "affect" means an action to influence someone. Moreover, the use of synonymy in the sentence above is to add the variation of words that used in the sentence

3. Antonymy

Antonymy refers to the opposite meaning with another lexical item. In other words, the word has a contrasting meaning with each other. According to Paltridge (2000:134), antonymy refers to opposite or contrastive meaning such as "good" and "bad", "happy" and "sad". The following are examples of antonymy found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

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Excerpt 13
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The colors in this advertisement are dark and gloomy (dark blue for the sky, dark
gray for the billboard, dark buildings). Only the area beneath the on lamp is
bright. The dark colors could be frightening for the viewer.
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The excerpt above is classified as antonymy since the word "bright" and "dark" have opposite meaning. Additionally, the word "bright" and "dark" are in a same form. The word "bright" is the form of adjective. The word "dark" also has the same form like the word "bright" has. The word "bright" means something that reflects a light. Meanwhile, the word "dark" means something that doesn't receive or reflect a light. From the explanation before, those words really have opposite meaning which make the sentence in the text contains many variations of adjective.

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Excerpt 14
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The inner box presents the text, […] and the outer box presents the socio-cultural
practice.
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The excerpt above is classified into antonymy since the word "inner" is the antonym of the word "outer". In another word, the word "inner" has opposite meaning with the word "outer". Although those words are in a

same form which is adjective, yet those words have different meaning between each other. The word "inner" means situated farther in. Meanwhile, the word "outer" means situated farther out. The function of those words is to complete the sentence or to give a variation of the text.

Excerpt 15

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A high angle depicts a higher power of the interactive participant towards the
represented participant, […] While a lower angle shows a higher power of the
receiver
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From the sentence above, we can see that it contains two highlighted words which are "higher" and "lower". Those two words are classified into antonymy. The meaning of those word is very different or the meaning of the word "higher" and "lower have opposite meaning. The word "higher" is the form of adjective which means something taller than average / taller than the other object. Meanwhile, the word "lower" is also the form of adjective which means something that usually in low position than the other object. The use of antonymy in the sentence above is to variate the kinds of words applied in the sentence.

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Excerpt 16
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the producer is not physically present […] And producers, similarly, can never
really know their vast and absent audience
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According to excerpt 16, there are two words that categorized as antonymy. Those words are realized through the word "present" and "absent". The meaning of those two words is quite contrast between each other and even their meaning is opposite to each other. Even if their meaning is very different from each other, yet they have a same form of word which is adjective. To be specific, the word "present" means the existence of someone or something. Meanwhile, the word "absent" has a meaning doesn't present at an expected place. The use of antonymy in the text helps to variate the use of word that applied in the sentence or text.

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Excerpt 17
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The ideology behind the latter could be that the powerful person should show
her/his power; therefore, the powerless persons obey her/him.
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The excerpt above is classified as antonymy because the two words "powerful" and "powerless" in the sentence above show that they have different meaning between each other. Moreover, the word "powerful" and "powerless" is in a same form that is the form of adjective. The word "powerful" here means someone that has a great power or prestige to do something. Meantime, the meaning of the word "powerless" is someone that lack of the authority to act or do something. Therefore, those two words are identified as antonymy since they have opposite meaning to each other. The use of antonymy in the sentence above also makes the sentence full of variation of words. Thus, the sentence produces a high of lexical density in order to improve the quality of the text.

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Excerpt 18
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the nature of power relations and constraints is less obvious, and that is why
Fairclough calls these hidden relations of power.
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The excerpt shows one of the types of lexical cohesion that recognized by the word "obvious" and "hidden". The word "obvious" and "hidden" are identified as antonymy because those two words have opposite meaning between each other. To be specific, the meaning of the word "obvious" is something that is clear or something that easily found, seen, or understood. Meantime, the word "hidden" means something which is

being out of sight or not readily apparent. Even though the meaning of those two words is different from each other, yet the form of the two words are same. Those two words are formed by the form of adjective. Furthermore, the use of antonymy in the sentence above helps to add the variation of the words that use in the sentence and helps the sentence to produce sentence with interrelated meaning

4. Hyponymy

Hyponymy involves categories of lexical components in which the relation is one of 'general - specific' or ' a type of'. Furthermore, Paltridge (2000:134) stated that hyponymy refers to classes of lexical items where the relationship is one of "general-specific" or "a type of", such as "entrée and "main course" in relation to the item "food". The words "entrée" and "main course" can also be identified as "co-hyponyms" of the superordinate term "food". The following are examples of hyponymy found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

Excerpt 19

The **colors** used in this ad are **blue** and **white**.

The excerpt above is classified into one of the types of lexical cohesion that is hyponymy. The words "colors", "blue" and "white" appear in a same sentence in the text and they have a relation among each other. As we know that "blue" and "white" are the types of "colors" and they also show the "general-specific" relation. The word "colors" is categorized into a general word and the word "blue" and "white" are categorized into a specific word. Moreover, the words "blue" and "white" also can be classified as co-hyponym. That is why those words are categorized into hyponymy.

Excerpt 20

This paper aimed at analyzing six different **advertisements (product/non-product ads)** to investigate the intentions

The words that are bold and underlined above are the example of one of the types of lexical cohesion which is hyponymy. The word "advertisements" relates to the word "product" and "non-product ads" since these two words are the kinds of the advertisement that mentioned in the text. Besides that, the words "product" and "non-product ads" are the kinds of advertisements. Those two words "products" and "non-product ads" also can be called as co-hyponym. The three words above show a general-specific relation since the word "advertisements" is classified into general word and the word "product" and "non-products" represent a specific word

Excerpt 21

Discourse has been described by Gee (2005: 1) as "**language (oral or written)** in use with more socio-politically oriented meaning."

The excerpt above contains three highlighted words which are "language", "oral" and "written". Those three words are categorized into hyponymy since those words relate to each other. The words "oral" and "written" connect to the word "language" because those two words "oral" and "written" is the types of language. The word "language" is identified as a general word. Meanwhile, the word "oral" and "written are categorized as a specific word. Moreover, these two words also can be called as co-hyponym. Thus, the highlighted words that appear in the sentence above are categorized as hyponymy since those three words have a "general-specific" relation.

Excerpt 22

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According  to  different  camera  perspectives  in  films,  […]  Another  form  of
positioning  works  through  different  horizontal  or  vertical  angles,  […]  a  high
angle  depicts a higher power of the interactive participant towards the represented
participant,  […]  While  a  lower  angle  shows  a  higher  power  of  the  receiver
```

The highlighted words in the excerpt above are classified into hyponymy. The word of "camera perspectives" connects to the word "horizontal", "vertical angles", "high angle" and "lower angle". The connection among all of them called a general-specific relation. Moreover, the word "camera perspectives" can be called as a general word and the other words such as "horizontal", "vertical angles" and "lower angle" can be called as a specific word since those words are categorized as the kind of camera perspectives. Besides, those specific words also can be called as co-hyponym".

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Excerpt 23
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This  activity  can  be  explained  through  using  Hall's  (1973)  encoding/decoding
theory.
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From the excerpt above, it reveals that the type of lexical cohesion in the sentence above is identified by these three words "encoding", "decoding" and "theory". Those words are categorized as hyponymy. To be specific, the word "theory" is the main topic that mentioned in the sentence above. In the data, the researcher mentioned that an expert named Hall divided his theory into two kinds which are encoding and decoding. In other words, the words "encoding" and "decoding" are the kinds of theory that applied in the sentence above. Thus, those three words "encoding", "decoding", and "theory" have a general-specific relation since the word "theory" as the general word and the two words "encoding" and "decoding" as the specific one. Other than that, those two words "encoding" and "decoding" also can be called as co-hyponym.

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Excerpt 24
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The  colors  used  in  this  advertisement  are  green  and  white.
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It is seen from the example above that the type of lexical cohesion appears in the sentence above is categorized as hyponymy. The word "color" relates to the words "green" and "white" since those previous words are the kinds of colors. In another word, those three words have a general-specific relation where the word "colors" is the general one and the two words "green" and "white" as the specific one. Moreover, the words "green" and "white" also can be classified into co-hyponym. Thus, those three words above is categorized as hyponymy

5. Meronymy

Meronymy denotes the component of lexical items that are in a whole-part relation. As cited in Paltridge (2000:134), meronymy refers to lexical items which are in a whole-part relation, such as the relationship among "main course", "potatoes", and "broccoli"; and "fish", "bones", and "scales". The words "potatoes" and "broccoli" can also be identified as "co-meronyms" of the superordinate item "main course", as are "bones" and "scales" in relation to the item "fish". The following are examples of meronymy found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

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Excerpt 25
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The grammar of visual design, like that of linguistic structure, can be interpreted
through  analysis  of  cues  and  signs  […]  The  relation  between  the  represented
participants  can  be  considered  as  syntactic,  between  the  represented  and  the
interactive  participants  as  semantic  and  between  the  interactive  participants  as
pragmatic
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The word that is bold and underlined in the excerpt above is categorized as meronymy. Those words used in the text above have a whole-part relation. The word "linguistic" above have a relation among the words "syntactic", semantic" and "pragmatic" since those three words are some part of "linguistic". Linguistic consist of some parts and those three words (syntactic, semantic and pragmatic) are some parts of linguistics that appeared in the sentence / text above. Other than that, those three words (syntactic, semantic and pragmatic) can be called as co-meronym. Thus, the sentences above are classified as meronymy.

Excerpt 26

We do not see the above part of her **face**, […] and there are two sticking-plasters on two sides of her **lips**. […] The **eye** level angle shows a balance of power between represented and interactive participant(s).

The excerpt fifty-six above is classified into meronymy. The word "face", "lips" and "eye" relate to each other and those words also have a whole-part relation since the word "lips" and "eye" is the part of the word "face". Those two words "lips" and "eye" also can be called as co-meronym. The word "face" means the part of the head of human's body. Other than that, there are some parts on the face includes lips and eye. So that is why those three words are classified as meronymy. The function of meronymy in the excerpt above is to complete the sentence in the text.

Excerpt 27

At first each advertisement was analyzed based on the three dimensions of **Fairclough's 3D model**, i.e. **description, interpretation, and explanation**;

The excerpt above is classified into meronymy. In the text, Fairclough divided their 3D model into three parts which are description, interpretation, and explanation. In addition, some words can be categorized as meronymy if the words have a whole-part relation. The words "description", "interpretation", and "explanation" are the part of Fairclough's 3D model. Those three words also can be called as co-meronym. Thus, the sentence above is classified as meronymy.

6. Collocation

Collocation also refers to limitations on how words may be used together such as which verbs a noun can be used together, and which prepositions and verbs can be used together. In other word, as stated by Cahyono (2012:42), collocation describes associations between words that tend to co-occur, such as, combinations of adjectives and nouns, as in 'quality product', 'snide remarks' and ' discerning customers. It also includes the relationship between verbs and nouns such as eat and food, and pairs of nouns such as friends and neighbors. Collocation deals with the relationship between the words of the fact. These occur in the same surrounding. Moreover, according to Paltridge (2000:135), collocation describes associations between words that tend to co-occur, such as combinations of adjectives and nouns, as in "quality product", "snide remarks" and "discerning customers". The following are examples of collocation found in International Journal "The Power behind Images: Advertisement Discourse in Focus":

Excerpt 28

As a result, the viewer has no power and s/he should obey the advertisement and use the electricity wisely to **save energy**.

The excerpt above represents as one of the types of lexical cohesion that called collocation. The phrase "save energy" contains of two words that combined together which is "save" and "energy". The word "save" is the form of verb and the word "energy" is the form of noun. Although the word "save energy" is the combination

of two words yet it doesn't sound weird because it used regularly by many people and even it sounds natural and interesting. Other than that, the use of the word "save energy" also looks more scientific than use a long sentence to replace that word.

Excerpt 29

Fairclough (1989: 42) **goes further** and defines it as "just a particular form of social practice"

As we know that the words in the sentence above consist of two words "goes" and "further". The combination words "goes further" is classified as collocation because collocation is two words that combined together. To be specific, the word "goes" is the form of verb. Meantime, the word "further" is the form of adverb. Although the word "goes" and "further" have different form, but the sound of the combination of those two words still natural and it doesn't sound weird since the word "goes further" used regularly by people. The use of collocation in the sentence above makes the sentence produce a better form of words.

Excerpt 30

The term encoding describes the process of the production of the message, while decoding is about the reception and how the receiver **makes sense** out of the encoded message.

The group of words in the sentence above is identified as the type of lexical cohesion named collocation. The word "makes sense" also can be called as a group of words that produces by the combination of two words "makes" and "sense". The word "makes" is the form of verb and the word "sense" is the form of noun. Additionally, the word "makes" means an activity to construct or create something. Meanwhile, the word "sense" means a meaning delivered or intended. When those two words are combined together, they produce the word "makes sense" which means something that to be reasonable and easy to understand. Other than that, even though the word "make sense" is the combination of the form of verb and noun, yet it used regularly by people. Thus, it sounds natural and even helps to make a better form of word used in the sentence above.

Excerpt 31

Every visual **sign in** advertising „connotes" a quality, situation, value or inference

As we can see in the sentence above, it contains of one of the types of lexical cohesion which called collocation. The phrase "sign in" is the representation of collocation since it is a combination of two words that regularly co-occur. In addition, the word "sign" in is the combination of two words "sign" and "in which have different form of word. The word "sign" is formed by noun and the word "in" is the form of preposition. When those two words "sign" and "in" combined together, it produces a combination word "sign in" that categorized as collocation. The use of collocation in the sentence above makes the form of the sentence above be a better form of sentence.

Excerpt 32

On the other hand, Kress and van Leeuwen (1996) claim that images have their own grammar and rules: "we **take the view** that language and visual communication both realize the same more fundamental and far-reaching systems of meaning that constitute our cultures

Through the sentence above, the type of lexical cohesion is realized through the phrase "take the view" which identified as collocation since the phrase formed by the combination of three words. Those combination of words are formed by the word "take" which is formed by form of verb, then the word "the" which is the form of definite article, and the last is the word "view" which formed by the form of noun. Even though those three words are formed by different form of words, but when those three words combined together, it still sounds natural and even helps in beautifying the structure of words in the sentence.

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Excerpt 33
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It assumes a dialectical relationship between particular discursive acts and the
situations, institutions and social structures in which they are embedded
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The bold and underlined phrase in the sentence above is categorized as collocation because the phrase "relationship between" is formed by the combination of two words "relationship" and "between". Other than that, those two words "relationship" and "between" have different form of word. To be specific, the word "relationship" is the form of noun. Meantime, the word "between" is the form of preposition. Though the two words above have different form, yet it doesn't sound weird and even sound natural when those two words combined together. Additionally, the use of collocation in the sentence above also helps the researcher of the data to construct better form of the structure of the sentence.

CONCLUSION

Based on the result of the analysis of lexical cohesion devices in the Lexical Cohesion of International Journal of Linguistics: The Power behind Images: Advertisement Discourse In Focus, it can be concluded that the text in the journal contains all types of lexical cohesion. These types of lexical cohesion that appear in the text are repetition, synonymy, antonymy, hyponymy, meronymy, and collocation. To be specific, the repetition that occurs in the text of the data is realized through the repetition of some keywords to build a sentence that has interrelated meaning. Besides, the repeating word also can be realized through the repetition with the exact words that mentioned before and the adding of the suffix "s/es" and "d/ed". Next is synonymy, which occurs in two different words yet has a similar meaning to each other. Furthermore, synonymy that found in the text is formed by noun, verb, and adjective. The third type is antonymy which occurs in two words that have the opposite meanings between each other. The next type is hyponymy that realized through the words that have a general-specific relation. Then, meronymy which is realized through the words in the text appears as a whole-part relation. The last type is collocation that is realized by the combination of two or more words that sound natural and used regularly.

Moreover, there are 527 clauses that found in the data. Other than that, the total number of the types of lexical cohesion that appears in the text is 495 occurrences. These types of lexical cohesion are repetition with 58 occurrences or 11,8%, then synonymy with 204 occurrences or 41,2%, the next is antonymy with 50 occurrences or 10,1%, after that is hyponymy with 10 occurrences or 2,0%, and then meronymy with 3 occurrences or 0,6%, and the last is collocation with 170 occurrences or 34,3%. From the total number that mentioned before, it can be concluded that the most dominant types of lexical cohesion appear in the International Journal of Linguistics: The Power behind Images: Advertisement Discourse in Focus is synonymy with 204 occurrences. Meanwhile, the second type that frequently appears in the text is collocation with170 occurrences. The next one is followed by repetition with 58 occurrences, then antonymy with 50 occurrences and hyponymy with 10 occurrences. The last type that rarely appears in the text is meronymy with 3 occurrences.

As mentioned before, the most dominant types of lexical cohesion that appear in the journal is synonymy since the researcher of the journal has several reasons such as he wants to style his writing to make the

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writing looks more scientific and avoid the repetition, so that it doesn't look unprofessional. Furthermore, the researcher of the journal also wants to make the text in the journal cohesive in order to relate the meaning between lexis used in the text.

Other than that, by doing this research about lexical cohesion in an international journal entitled "The Power behind Images: Advertisement Discourse In Focus", the researcher could find the types of lexical cohesion that appear in the journal, especially find the types of lexical cohesion that frequently or dominantly used in the text. Besides that, the researcher also could know how those lexical cohesive devices are used in relating in the journal.

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