

Terbentuknya wacana politik dan wacana gaya hidup di Jerman dalam iklan kampanye Angela Merkel, iklan Dönerbox dan iklan Beauty Döner Kebap

Adlia Nazila, author

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Abstrak

Skripsi ini membahas mengenai bagaimana döner kebab dapat membentuk wacana politik di Jerman dalam iklan kampanye Angela Merkel dan membentuk wacana gaya hidup di Jerman dalam iklan Dönerbox dan iklan Beauty Döner Kebap. Ketiga Iklan tersebut menampilkan döner kebab dan dipublikasi di Jerman. Penelitian ini menggunakan metode kepustakaan dan menggunakan teori wacana dari Michel Foucault. Hasil penelitian menunjukkan bahwa tiga iklan yang menampilkan döner kebab membentuk wacana-wacana di dalam relasi kekuasaan, sehingga dapat membentuk wacana-wacana lain seperti wacana politik dan wacana gaya hidup.

This thesis discusses how döner kebab could forms the political discourse in Germany in Angela Merkel?s campaign advertising and forms the lifestyle discourses in Dönerbox advertising and Beauty Döner Kebap advertising. Those three advertises displayed döner kebab and were published in German. The literature based methodology was applied in this research, together with discourse analysis theory from Michel Foucault.

Results confirm that three advertises, which displayed döner kebab, form discourses on power relations, then they could form the other discourses such as political and lifestyle discourses.