

Analisis sembilan iklan produk makanan minuman organik di Jerman tinjauan linguistis dan semiotis = Analysis of nine advertisements of Germany's organic foods and beverages, the study of linguistic and semiotic

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Abstrak

Dalam skripsi ini penulis menganalisis sembilan iklan dari empat produk makanan dan minuman organik di Jerman, yaitu Adelholzener Bioschorle, Ökoland, Hipp, dan Bionade. Teks dan gambar dianalisis dari aspek semantis, dan semiotic, khususnya aspek makna pada unsur verbal dan nonverbal. Analisis pada penelitian ini menggunakan dasar pemikiran Nina Janich.

Hasil penelitian menunjukkan bahwa citra hidup sehat dibentuk melalui permainan kata, alat retorika, penggunaan kata bermakna asosiasi dan afektif positif serta penggunaan warna-warna alam dan gambar yang mencirikan kesegaran, alami, kemurnian, kesehatan, kebaikan, dan kualitas dari alam.

.....The focus of this study is the analysis of nine advertisements from four products of Germany's organic foods and beverages, which are Adelholzener Bioschorle, Ökoland, Hipp, and Bionade. The analysis of advertisement based on Nina Janich's theorie and from the perspectives of semantics and semiotic studies.

This research shows that the healthy life concept in both text and pictures of advertisement are built through words play, rhetoric tools, the meaning of positive affective and associative words, and also the use of colors that characterize sanity, natural things, purity, health, and quality of nature.