

Analisis diksi pada sebuah iklan televisi merek philips dalam surat kabar Utrechtsch Nieuwsblad (1963) = Diction analysis on a philips TV ad in the newspaper Utrechtsch Nieuwsblad (1963)

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Abstrak

[Televisi di tahun 1963 merupakan alat rumah tangga baru yang sangat digandrungi oleh setiap keluarga di Belanda karena mampu memberikan hiburan yang baik dari segi audio dan visual. Sebuah iklan televisi merek Philips dalam surat kabar Utrechtsch Nieuwsblad (29 Januari 1963) menarik perhatian karena masuk dalam kategori sebuah iklan yang baik karena memiliki unsur-unsur yang lengkap, seperti headline, slogan, bodycopy dan ilustrasi. Penelitian ini bertujuan memaparkan diksi atau pilihan kata yang terdapat pada headline, slogan, dan bodycopy yang menjadi daya tarik iklan tersebut. Dari iklan televisi merek Philips dalam surat kabar Utrechtsch Nieuwsblad (1963), dapat disimpulkan bahwa sebuah iklan yang sederhana menjadi menarik jika memiliki unsur-unsur iklan yang lengkap dan menggunakan diksi atau pilihan kata yang tepat dan sesuai sehingga fungsi informatif dan persuasif iklan tercapai dan dipahami konsumen.; Television in 1963 a new household appliance that is very loved by every family in the Netherlands because it is able to provide a good entertainment in audio and visual. Philips, a television commercial brand which appeared in Utrechtsch Nieuwsblad newspaper (January 29, 1963), interests me because it has well-defined category of advertisement in connection with its complete element such as headlines, slogans, bodycopy and illustration as the appeal of the advertisement. By analyzing Philips television commercial in Utrechtsch Nieuwsblad newspaper (1963), we can conclude that a simple a television commercial in the newspaper could be catchy enough if it has a couple of complete elements as well as the diction or selection of words that right and effective so that the informative and persuasive function of the advertisement could be achieved and understood by consumers., Television in 1963 a new household appliance that is very loved by every family in the Netherlands because it is able to provide a good entertainment in audio and visual. Philips, a television commercial brand which appeared in Utrechtsch Nieuwsblad newspaper (January 29, 1963), interests me because it has well-defined category of advertisement in connection with its complete element such as headlines, slogans, bodycopy and illustration as the appeal of the advertisement. By analyzing Philips television commercial in Utrechtsch Nieuwsblad newspaper (1963), we can conclude that a simple a television commercial in the newspaper could be catchy

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