

Analisis hochwertw rter schl sselw rter dan plastikw rter pada iklan mobil Jerman Bmw = Analysing hochwertw rter schl sselw rter plastikw rter on german Bmw Car advertisement

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Abstrak

[ABSTRAK

Iklan adalah pemberitahuan mengenai suatu barang atau jasa yang dijual dan dipasang di dalam media massa. Iklan terkait dengan Hochwerwörter, Schlüsselwörter, dan Plastikwörter. Dengan menganalisis kosakata-kosakata yang termasuk ke dalam Hochwerwörter, Schlüsselwörter, dan Plastikwörter, kita dapat mengetahui pesan yang digunakan pembuat iklan untuk memperlihatkan kekuatan produk yang pada akhirnya diharapkan dapat mempengaruhi konsumen untuk membelinya. Di dalam setiap iklan pasti terdapat sebuah pesan. Kesuksesan suatu produk tidak lepas dari konsep iklan yang menyiratkan pesan di dalamnya. Mobil BMW merupakan salah satu produk mobil yang penjualannya sukses di Jerman. Tujuan dari penelitian ini adalah untuk mengetahui Hochwerwörter, Schlüsselwörter, dan Plastikwörter apa saja yang terkandung pada iklan mobil BMW dan apa makna dari penggunaan Hochwerwörter, Schlüsselwörter, dan Plastikwörter tersebut. Metode penelitian yang digunakan adalah studi kepustakaan dengan mengumpulkan data serta menganalisis makna dari penggunaan Hochwerwörter, Schlüsselwörter, dan Plastikwörter.<hr>

ABSTRACT

Advertising is promotion about a product or a service that being sold and installed in the mass media. Advertising consists of Hochwertwörter, Schlüsselwörter, and Plastikwörter. By analyzing the Hochwertwörter, Schlüsselwörter, and Plastikwörter, we can understand the message that used to show how could the advertising influence the consumers to buy it. The success of product can not be separated from concept of advertising that implies a message in it. BMW is one of the most successful car product in Germany, The purpose of this study was to determine Hochwertwörter, Schlüsselwörter, and Plastikwörter that is contained in the BMW commercials and what is the function of the Hochwertwörter, Schlüsselwörter, and the Plastikwörter. The method that used in this journal is a literature study to collect data and analyze the meaning of the use Hochwertwörter, Schlüsselwörter, and Plastikwörter.;Advertising is promotion about a product or a service that being sold and installed in the mass media. Advertising consists of Hochwertwörter, Schlüsselwörter, and Plastikwörter. By analyzing the Hochwertwörter, Schlüsselwörter, and Plastikwörter, we can understand the message that used to show how could the advertising influence the consumers to buy it. The success of product can not be separated from concept of advertising that implies a message in it. BMW is one of the most successful car product in Germany, The purpose of this study was to determine Hochwertwörter, Schlüsselwörter, and Plastikwörter that is contained in the BMW commercials and what is the function of the Hochwertwörter, Schlüsselwörter, and the Plastikwörter. The method that used in this journal is a literature study to collect data and analyze the meaning of the use Hochwertwörter, Schlüsselwörter, and Plastikwörter., Advertising is promotion about a product or a service that being sold and installed in the mass media. Advertising consists of Hochwertwörter, Schlüsselwörter, and Plastikwörter. By analyzing the Hochwertwörter, Schlüsselwörter, and Plastikwörter, we can understand the message that used to show how could the advertising influence the consumers to buy it. The success of

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