

Alat retorika dalam sepuluh iklan air mineral berbahasa Jerman = Rhetorical figure of ten mineral water ad in German advertisement

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Abstrak

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Iklan merupakan salah satu unsur penting dalam proses penjualan. Berbagai ide kreatif dalam pembuatan iklan sangat dibutuhkan, tidak hanya dalam bidang visual, melainkan juga dalam bidang bahasa. Penggunaan bahasa mengandung unsur persuasif yang kreatif selalu ditemukan dalam iklan Jerman, khususnya dalam iklan air mineral, salah satu bahan pangan yang dikonsumsi masyarakat Jerman sehari-hari. Keterampilan berbahasa atau unsur retorik dalam iklan air minum menjadi perhatian utama dalam menciptakan iklan yang mudah dipahami dan menarik minat konsumen. Penelitian ini bertujuan untuk menjelaskan bentuk-bentuk alat retorika yang terdapat di dalam iklan air minum dan fungsi dari penggunaan alat retorika tersebut. Metode yang digunakan dalam penelitian ini adalah metode deskriptif yang bersumber pada kajian pustaka. Hal yang dianalisis dalam penelitian ini adalah bentuk-bentuk alat retorika yang sering muncul pada iklan air mineral dan menjelaskan fungsinya dalam teks. Berdasarkan hasil penelitian, semua iklan air mineral menggunakan alat retorika. Iklan berfungsi sebagai kalimat persuasif. Alat retorika di dalam iklan digunakan untuk menarik perhatian pembaca sebagai target konsumen dan mendorong agar membeli produk air mineral.<hr>

ABSTRACT
Advertising is one of the essential element in the process of selling. A variety of creative ideas in the ad creation is urgently needed, not only in the visual field, but also in the field of languages. The use of languages contain elements of persuasive and creative always found in Germany, especially in commercials advertising of mineral water, one of the foodstuff which consumed daily of german society. Proficiency or elements of rhetoric in advertising of mineral water naturally become a major concern in creating ads that are easy to understand and the interests of consumers. Thus, this research aims to clarify the forms of rhetorical figure that contained in mineral water advertisement and the function of rhetoric of the sentence usage. The methods used in this research is descriptive method which is sourced in the literature review. The analyzed in this research are the forms of rhetorical figure that appear on mineral water advertisement and explain their function in the text. According to the research, most of all mineral water advertisement use rhetorical figure. Advertising serves as a persuasive sentence. Rhetorical figure serves to attract the reader's attention as a target of consumers and encourage purchase products of mineral water;
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