

Alat retorika dalam sepuluh iklan Coca Cola berbahasa Jerman = Rethorical devices usage in ten German Coca Cola advrtisement

Entin Nurcahyani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404749&lokasi=lokal>

Abstrak

[ABSTRAK
Iklan sangat penting dalam memperkenalkan suatu produk. Bahasa iklan harus dibuat semenarik mungkin agar mampu menarik perhatian target pasar. Penggunaan bahasa yang mengandung unsur persuasif dan sangat kreatif kita temukan dalam setiap iklan, tidak terkecuali pada iklan Coca-Cola. Produk minuman ringan yang menjadikan anak muda sebagai target pasarnya ini selalu memunculkan ide kreatif dan menarik dalam setiap iklannya. Tidak jarang Coca-Cola menggunakan alat retorika dalam iklannya. Menjadikan iklan Coca-Cola menarik dan sangat diminati. Penelitian ini bertujuan untuk menjelaskan unsur retorika yang terdapat di dalam iklan Coca-Cola tersebut dan fungsi dari penggunaan alat retorika. Hal yang dianalisis dalam penelitian ini adalah penggunaan alat retorika yang muncul pada iklan Coca-Cola dan menjelaskan fungsinya dalam iklan. Berdasarkan hasil penelitian, penggunaan alat retorika ditemukan pada iklan Coca-Cola. Alat retorika yang muncul berfungsi untuk menarik perhatian pembaca sebagai target konsumen. Hal tersebut juga memudahkan pembaca dalam memahami suatu teks.<hr>

ABSTRACT
Advertising is a crucial method to introduce a product. The language used in advertisement has to be persuasive in order to attract market target. Persuasive and very creative language advertising are usually found in every advertisement, and so does in Coca Cola ads. Coca cola targeted youth as their market target thus it always introduces creative and interesting idea in its advertisement. Coca cola often uses rhetorical devices in its advertisement and makes it loved by a lot of people. This research aims to explain rhetorical devices in Coca Cola Ads and the function of the rhetorical devices. The analysis in this research focuses on rhetorical devices used in Coca Cola ads and its function in advertisement..The research shows the usage of rhetorical device is found in Coca Cola Ads. Rhetorical devices are used to attract reader as the targeted consumers. Rhetorical devices are also enable the consumers easier in understanding the text.;Advertising is a crucial method to introduce a product. The language used in advertisement has to be persuasive in order to attract market target. Persuasive and very creative language advertising are usually found in every advertisement, and so does in Coca Cola ads. Coca cola targeted youth as their market target thus it always introduces creative and interesting idea in its advertisement. Coca cola often uses rhetorical devices in its advertisement and makes it loved by a lot of people. This research aims to explain rhetorical devices in Coca Cola Ads and the function of the rhetorical devices. The analysis in this research focuses on rhetorical devices used in Coca Cola ads and its function in advertisement..The research shows the usage of rhetorical device is found in Coca Cola Ads. Rhetorical devices are used to attract reader as the targeted consumers. Rhetorical devices are also enable the consumers easier in understanding the text., Advertising is a crucial method to introduce a product. The language used in advertisement has to be persuasive in order to attract market target. Persuasive and very creative language advertising are usually found in every advertisement, and so does in Coca Cola ads. Coca cola targeted youth as their market target thus it always introduces creative and interesting idea in its advertisement. Coca

cola often uses rhetorical devices in its advertisement and makes it loved by a lot of people. This research aims to explain rhetorical devices in Coca Cola Ads and the function of the rhetorical devices. The analysis in this research focuses on rhetorical devices used in Coca Cola ads and its function in advertisement..The research shows the usage of rhetorical device is found in Coca Cola Ads. Rhetorical devices are used to attract reader as the targeted consumers. Rhetorical devices are also enable the consumers easier in understanding the text.]