

Bahasa asing dan bahasa remaja (jugendsprache) dalam iklan McDonald's berbahasa Jerman = Foreign language and teen slang (jugendsprache) in McDonald's German advertising

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Abstrak

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McDonald's merupakan perusahaan internasional yang memiliki gerai restoran di banyak negara, termasuk di Jerman. Pasar yang ditargetkan oleh McDonald's adalah segala usia, baik kalangan tua maupun muda. Dalam memasarkan produknya tersebut, McDonald's menggunakan iklan sebagai media promosi. Dari sekian banyak iklan, tidak jarang terdapat iklan yang ditujukan khusus untuk remaja. Untuk menarik konsumen, iklan harus dibuat semenarik mungkin. Salah satunya adalah dengan menggunakan kata-kata asing di dalamnya. Penelitian ini bertujuan untuk menganalisis penggunaan kata-kata asing yang merupakan ciri dari bahasa Remaja di Jerman dalam iklan McDonald's. Metode kualitatif yang bersumber pada kajian pustaka digunakan untuk menganalisis sepuluh iklan McDonald's yang menjadi korpus data. Berdasarkan hasil penelitian, terdapat banyak bentuk peminjaman kata asing terutama yang berasal dari bahasa Inggris dalam iklan McDonald's berbahasa Jerman.<hr>

ABSTRACTMcDonald's is an international fast-food company and its outlets are on business in so many countries, including Germany. McDonald's target market is all ages, both young people and old. McDonald's uses advertising as a media campaign to promote their products. McDonald's has campaigned so many advertisements and some of them are targeted specific to teenagers. To attract consumers, advertisement must be made as attractive as possible and the usage of foreign words in advertisement aims to make the advertisement more attractive. This research is made to analyze the use of foreign words in McDonald's advertisements which are the characteristic of the Teen Slang in Germany. Qualitative method which is from literary review is used to analyze ten McDonald's advertisements as the corpus data. Based on the result of this research, many forms of borrowed words are found in McDonald's German advertisements. Especially from English.; McDonald's is an international fast-food company and its outlets are on business in so many countries, including Germany. McDonald's target market is all ages, both young people and old. McDonald's uses advertising as a media campaign to promote their products. McDonald's has campaigned so many advertisements and some of them are targeted specific to teenagers. To attract consumers, advertisement must be made as attractive as possible and the usage of foreign words in advertisement aims to make the advertisement more attractive. This research is made to analyze the use of foreign words in McDonald's advertisements which are the characteristic of the Teen Slang in Germany. Qualitative method which is from literary review is used to analyze ten McDonald's advertisements as the corpus data. Based on the result of this research, many forms of borrowed words are found in McDonald's German advertisements. Especially from English., McDonald's is an international fast-food company and its outlets are on business in so many countries, including Germany. McDonald's target market is all ages, both young people and old. McDonald's uses advertising as a media campaign to promote their products. McDonald's has campaigned so many advertisements and some of them are targeted specific to teenagers. To attract consumers, advertisement must be made as attractive as possible and the usage of foreign words in advertisement aims to make the advertisement more attractive. This research is made to

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