

Analisis sembilan iklan deterjen persil ditinjau dari aspek sintaksis = Analys of nine persil detergent advertisements viewed from the syntax aspect / Trismawati

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis ellipsis yang ada pada Schlagzeile pada sembilan iklan Persil.

Penelitian ini

menggunakan metode kualitatif yang bersumber pada kajian pustaka. Analisis pada penelitian ini

menggunakan dasar

pemikiran Nina Janich. Berdasarkan hasil penelitian ini, diketahui bahwa dalam kalimat schlagzeile dalam sembilan

iklan Persil ternyata banyak yang menggunakan kalimat Ellipse. Kalimat ellipsis yang digunakan berupa frasa-frasa

nomina, adjektiva dan preposisi. Pembuat iklan juga banyak menggunakan fraseologi nomina dalam iklan Persil.

Meskipun demikian dengan adanya gambar produk utama dan gambar pendukung lainnya pesan dari iklan tetap

dapat tersampaikan kepada pembaca.

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ABSTRACT

This study aims to analyzing ellipsis in Schlagzeile in nine Persil advertisement. This study uses a qualitative method

which is based on literature review . The analysis of this study is based on Nina Janich's theory. Based on this

result is in nine Persil advertisement used lot of ellipsis sentence in their Schlagzeile. The ellipsis sentence is found in

form of noun phrases, adjective phrases, and prepositional phrases. The Advertisers also used lot of nominal phraseology in Persil advertisement. Although the advertisement used ellipsis sentence, the message of the advertisement can still be conveyed to the reader with the help from image of the main product and the other supporting images in the advertisement.; This study aims to analyzing ellipsis in Schlagzeile in nine Persil advertisement. This study uses a qualitative method

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