

## Analisis perbandingan flie text dalam iklan l oreal berbahasa jerman dan indonesia = Comparative analysis l oreal german and indonesian advertisement flie text

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### Abstrak

[<b> ABSTRAK</b><br>Pembelajaran mengenai iklan sangat penting bagi masyarakat yang kini hidup di zaman serba komersil. Perkembangan dunia periklanan saat ini semakin pesat dengan semakin banyaknya variasi iklan yang hadir di tengah masyarakat. Makna berperan penting di dalam menginterpretasikan sesuatu. Jika pemaknaan suatu kata di dalam kalimat itu salah, hal ini berdampak juga pada pemahaman yang salah pada kalimat tersebut. Di dalam bahasa iklan, suatu perusahaan harus menggunakan kata yang tepat di dalam penyampaian iklan yang mereka buat agar maksud dan tujuan dari iklan tersebut sampai ke konsumen sehingga tidak terjadi intreptasi yang berbeda. Metode yang digunakan di dalam penelitian ini adalah metode deskriptif kualitatif yang bersumber pada kajian pustaka. Analisis dari ketiga iklan ini dilakukan dengan menganalisis unsur-unsur iklan pada tubuh iklan.<br>

<b>ABSTRACT</b><br> Learning about the ad is very important for people who now live in the commercial era. The development of the advertising world is currently growing rapidly with the increasing number of ad variations in the community. Meaning of the ad plays an important role. If the meaning of a word in the sentence is wrong, it also impacts on the understanding of that sentence. In the language of advertising, a company must use the right words in the delivery of advertisements so that the intention and purpose of the advertisement to the consumer clear. The method used in this research is descriptive qualitative method which is based on a literature review. Analysis of the three ads is done by analyzing the elements of advertising that centered on body copy.; Learning about the ad is very important for people who now live in the commercial era. The development of the advertising world is currently growing rapidly with the increasing number of ad variations in the community. Meaning of the ad plays an important role. If the meaning of a word in the sentence is wrong, it also impacts on the understanding of that sentence. In the language of advertising, a company must use the right words in the delivery of advertisements so that the intention and purpose of the advertisement to the consumer clear. The method used in this research is descriptive qualitative method which is based on a literature review. Analysis of the three ads is done by analyzing the elements of advertising that centered on body copy.; Learning about the ad is very important for people who now live in the commercial era. The development of the advertising world is currently growing rapidly with the increasing number of ad variations in the community. Meaning of the ad plays an important role. If the meaning of a word in the sentence is wrong, it also impacts on the

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