

## Makna denotasi konotasi dan asosiasi dalam unsur unsur pokok iklan Allianz = Denotation connotation and association meaning in main element of Allianz advertisement

Novia Dwi Puspitasari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404757&lokasi=lokal>

---

### Abstrak

[Kemajuan teknologi informasi turut mendorong perkembangan iklan di media cetak maupun di media elektronik. Iklan sebagai sarana untuk mempengaruhi tingkah laku konsumen agar membeli suatu produk menggunakan unsur pokok iklan berupa gambar dan kata-kata di dalam iklan yang mengandung makna. Makna suatu kata tidak hanya terdiri dari satu makna tunggal, melainkan di antaranya terdapat makna konotasi dan asosiasi. Melalui penelitian kepustakaan dan metode deskriptif, jurnal ini bertujuan untuk mengetahui unsur

pokok iklan apa saja yang terdapat dalam iklan Allianz beserta makna denotasi, konotasi dan asosiasi di dalamnya. Berdasarkan hasil penelitian maka didapatkan bahwa tidak semua unsur pokok iklan terdapat di dalam setiap iklan Allianz dan tidak semua iklan memiliki kesamaan makna denotasi, konotasi dan asosiasi.;The progress of information technology drives to the advancement of advertisement in print media and also electronic media. Advertisement as a tool to affect consumer's action to buy a product uses advertisement's main element such as illustration and words which contain meaning. Meaning of a word does not consist of one singular meaning, but also includes connotation and association meaning.

Through literature research and descriptive metode, this journal aims to know which advertisement's main element are they in Allianz advertisement and how are denotation, connotation and association meaning in them. Based on the research's

result reader will know that not every advertisement includes all advertisement's main element and not all advertisements have the same denotation, connotation and association meaning., The progress of information technology drives to the advancement of advertisement in print media and also electronic media. Advertisement as a tool to affect consumer's action to buy a product uses advertisement's main element such as illustration and words which contain meaning. Meaning of a word does not consist of one singular meaning, but also includes connotation and association meaning.

Through literature research and descriptive metode, this journal aims to know which advertisement's main element are they in Allianz advertisement and how are denotation, connotation and association meaning in them. Based on the research's

result reader will know that not every advertisement includes all advertisement's main element and not all advertisements have the same denotation, connotation and association meaning.]