

Representasi model asing dan bahasa Inggris di dalam iklan Evercoss A7T = Representation of foreign model and English in Evercoss A7T advertisement / Sandy Wirawan

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Abstrak

[**ABSTRAK**] Strategi pemasaran global harus dilakukan oleh perusahaan lokal untuk mempengaruhi konsumen dalam menciptakan brand awareness yang kuat, positif, dan konsisten di pasar lokal. Evercoss A7T merupakan salah satu produk smartphone lokal yang merepresentasikan modernitas dalam iklannya. Penggunaan model asing dan bahasa Inggris dalam iklan A7T Evercoss menunjukkan penggunaan simbol global yang mengacu pada gaya hidup internasional. Tujuan dari penelitian ini untuk mendeskripsikan pengertian dari reputasi internasional yang digunakan oleh iklan Evercoss A7T. Penelitian ini akan difokuskan pada tanda-tanda di iklan Evercoss A7T sebagai obyek, serta mengartikan kode yang terdapat pada iklan tersebut. Untuk menganalisis makna dan tanda-tanda dalam iklan, saya menggunakan semiotik untuk identifikasi, klasifikasi, dan interpretasi. Manfaat dari penelitian ini diharapkan dapat memberikan masukan bagi pengembangan ilmu pengetahuan dan juga masukan bagi pengiklan. Hasil penelitian menunjukkan bahwa penggunaan model asing dan bahasa Inggris secara konsisten telah digunakan dalam iklan Evercoss A7T, yang merepresentasikan menarik perhatian, modernitas, dan globalisasi. Dalam iklan Evercoss A7T, bahasa Inggris digunakan dalam fitur teks, slogan, dan body text iklan.

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ABSTRACT

Global marketing strategy should be done by a local company to influence consumers in order to create a strong, positive, and consistent brand awareness in the local market. Evercoss A7T is one of the local Smartphone products that represent modernity in its advertising. The use of foreign models and English in A7T Evercoss advertisement indicates the use of a symbol of global, international life style. The purpose of this study is to describe the meaning of such a suggestion of international standing used by A7T Evercoss advertisement. This study will focuses in signs on Evercoss A7T advertisements as the objects, as well as deciphers the codes behind the advertisements. To analyze the meaning and the signs in advertisement, I will use semiotic in a way to identified, classified, and interpreted. The benefits of this research are expected to provide input for the development of science and also an input for the advertisers. The results show that the use of foreign models and the English have consistently been used in advertising Evercoss A7T, which represents attention catchers, modernity, and globalization. In Evercoss advertising A7T, English is used in the features of the text, slogan, and the body text of the advertisement.; Global marketing strategy should be done by a local company to influence consumers in order to create a strong, positive, and consistent brand awareness in the local market. Evercoss A7T is one of the local Smartphone products that represent modernity in its advertising. The use of foreign models and English in A7T Evercoss advertisement indicates the use of a symbol of global, international life style. The purpose of this study is to describe the meaning of such a suggestion of international standing used by A7T Evercoss advertisement. This study will focuses in signs on Evercoss A7T advertisements as the objects, as well as deciphers the codes behind the

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