

Majas dan fungsi pada keterangan gambar dalam artikel blog Fashion Modeblog suatu tinjauan semantik = Figure of speech and function in the text explanation below the photo of fashion article in modeblog a study of semantics

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Abstrak

[ABSTRAK

Perkembangan industri fashion yang pesat sejak lama tidak hanya terjadi di atas pergelaran busana atau butik-butik saja, namun juga pada penggunaan bahasa pada keterangan yang menyertai foto. Dalam artikel fashion, foto adalah hal yang penting untuk mendukung artikel. Foto yang didukung dengan keterangan foto akan semakin memperkuat rasa penasaran pembaca, sehingga dapat tertarik untuk melanjutkan proses membaca. Pada penelitian ini kita akan melihat majas apa saja yang muncul pada lima keterangan foto yang menjadi korpus, dan menelaah apakah fungsi yang didukung oleh majas yang bersangkutan sesuai dengan fungsi sebenarnya dari keterangan foto. Metode penelitian dilakukan dengan metode kuantitatif, dengan pengambilan data dari lima keterangan foto dari lima artikel mengenai trend mode musim panas 2014 di web fashion ?Modeblog?. Hasilnya ditemukan bahwa setiap keterangan foto memiliki lebih dari dua majas, dan majas-majas tersebut memuat fungsi informatif keterangan foto, namun juga memuat fungsi seruan, fungsi pengalihan, dan fungsi ekspresif.

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ABSTRACT

The rapid development in Fashion Industry has occurred for quite a while not only on catwalks or in the boutiques, but it can also be found in the usage of language especially in the texts, below photo?s in fashion article. The text usually gives explanation of the photos, and it stimulates the eagerness of the readers to read the article completely. In this paper, we will try to find out what kind of figure of speeches are being used in the five texts which are found below the photos taken from 5 editions of ?Modeblog.nl?, and we try to identify the functions of the figure of speeches. This analysis uses the quantitative research method, and the data?s are taken from ?Modeblog.nl?, which talk about the fashion trends in the Summer of 2014. The results show that every text below the photo?s contains more than 2 figure of speeches, and the function fulfilled by the figure of speeches in all of the texts is definitely the informative function. Functions such as the appealing function, the distracting function, and the expressive function are also identified, but they are not always found in every texts of the photos., The rapid development in Fashion Industry has occurred for quite a while not only on catwalks or in the boutiques, but it can also be found in the usage of language especially in the texts, below photo?s in fashion article. The text usually gives explanation of the photos, and it stimulates the eagerness of the readers to read the article completely. In this paper, we will try to find out what kind of figure of speeches are being used in the five texts which are found below the photos taken from 5 editions of 'Modeblog.nl', and we try to identify the functions of the figure of speeches. This analysis uses the quantitative research method, and the data's are taken from 'Modeblog.nl', which talk about the fashion trends in the Summer of 2014. The results show that every text below the photo's contains more than 2 figure of speeches, and the function fulfilled by the figure of speeches in all of the texts is definitely the

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