

# Analisis hubungan tajuk iklan dan elemen gambar dalam lima iklan mobil Ford ditinjau dari aspek semantis dan semiotis = Semantic and semiotic analysis on headline and picture elements relation of five Ford's car advertisements

Eka Puteri Widiyaningsih, author

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## Abstrak

[Kata dan gambar memiliki peran penting bagi suatu iklan. Beberapa komponen iklan, seperti tajuk iklan dan elemen gambar, menjadi alat yang digunakan untuk menyampaikan pesan dan dapat memunculkan citra terhadap merek. Dalam skripsi ini, penulis meneliti lima iklan mobil Ford yang menjadi bagian umbrella branding merek Ford bertajuk "Typisch Deutschland. Typisch Ford." dengan memfokuskan penelitian pada penggunaan makna referensial, asosiatif, afektif, dan stilistis pada tajuk iklan dan hubungan tajuk iklan dan elemen gambar pada iklan. Hasil penelitian menunjukkan bahwa makna tajuk iklan berelasi dengan elemen gambar memunculkan citra terhadap merek Ford.

;Words and pictures have an important role for advertisements. Some of advertisement's component, such as headline and picture elements, are used for delivering messages and can emerge images of a brand. This undergraduate thesis focuses on semantic analysis, which is the use of referential, associative, affective, aesthetic meaning and relations between headline and picture elements on five car advertisements of Ford that are part of Ford umbrella branding "Typisch Deutschland. Typisch Ford.". The result of this research shows that meanings as depicted on headline relate with element of picture to bring images of Ford brand.

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