

## Analisis sembilan iklan ritter sport pemenang plakatvoting tahun 2014 tinjauan semantis = Analyses of 9 ritter sport s winner plakatvoting advertisements in 2014 the study of semantic / Trisanti Arini

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### Abstrak

[Headline dan gambar memiliki peran penting dalam pembuatan sebuah iklan. Melalui headline dan gambar pembaca dapat mengetahui pesan yang ingin disampaikan sebuah iklan. Dalam skripsi ini, saya menganalisis sembilan iklan pemenang Plakatvoting tahun 2014. Penelitian ini berfokus pada makna referensial dan makna afektif pada headline, jenis dan bentuk headline, dan hubungan semantis antara headline dengan gambar. Hasil penelitian menunjukkan bahwa bentuk & jenis, makna referensial dan afektif, juga hubungan semantis antara headline dengan gambar ditujukan untuk menambah nilai positif produk. Headline dan gambar pada sembilan iklan ini memiliki hubungan yang sangat erat karena bersifat saling melengkapi.;Headlines and pictures play an important role in the making of an advertisement. Readers will know the message behind the advertisement, through headlines and pictures. In this thesis, I analyze nine winner advertisements of Plakatvoting in 2014. The analyses focus on referential and affective meaning in headlines, types and forms of headlines, and semantic relations between headlines and pictures. The analyses showed that forms and types, referential and affective meaning, and semantic relations between headlines and pictures were used to add positive values of the products. Furthermore, there is a strong connection between the headlines and the pictures in these nine advertisements because each of them complements one another. advertisement, headline, picture, semantic. , Headlines and pictures play an important role in the making of an advertisement. Readers will know the message behind the advertisement, through headlines and pictures. In this thesis, I analyze nine winner advertisements of Plakatvoting in 2014. The analyses focus on referential and affective meaning in headlines, types and forms of headlines, and semantic relations between headlines and pictures. The analyses showed that forms and types, referential and affective meaning, and semantic relations between headlines and pictures were used to add positive values of the products. Furthermore, there is a strong connection between the headlines and the pictures in these nine advertisements because each of them complements one another. advertisement, headline, picture, semantic. ]