

Analisis Bahasa Iklan Sampo Garnier di Jerman Dilihat dari Penggunaan Hochwertwörter, Schlüsselwörter, dan Plastikwörter = Analysis on the advertisement language of Garnier shampoo ads in Germany based on the use of Hochwertwörter, Schlüsselwörter, & Plastikwörter

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Abstrak

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Maraknya iklan-iklan produk perawatan rambut berbagai merek yang beredar di media massa memengaruhi para wanita dalam pengambilan keputusan mengenai merek sampo apa yang akan mereka gunakan. Di dalam makalah ini, saya meneliti bahasa iklan pada 10 iklan produk sampo Garnier di Jerman. Tujuan penelitian ini adalah untuk mempelajari bagaimana pilihan penggunaan kosa kata Hochwertwörter, Schlüsselwörter, dan Plastikwörter di dalam 10 teks iklan menjadikan iklan-iklan tersebut sebagai iklan yang menarik bagi target pasarnya. Berdasarkan analisis yang dilakukan, ditemukan bahwa setiap iklan menggunakan Schlüsselwörter untuk membentuk asosiasi positif para konsumen yang terkait langsung dengan produk, misalnya untuk menggambarkan hasil akhir atau menggambarkan kualitas bahan dasar produk tersebut dan penggunaan Hochwertwörter memberi nilai yang lebih terhadap produk tersebut. Plastikwörter cenderung digunakan untuk menggambarkan kualitas produk secara keseluruhan dan secara tidak langsung membangun citra sampo Garnier secara general.

ABSTRACT
A large number of hair care product's advertisements from different brands that are widely spread through mass media are affecting women's decision about which shampoo that they're going to use. In this paper, I have analysed advertisement language of 10 Garnier shampoo ads in Germany. The purpose of this research is to find out how the use of Hochwertwörter, Schlüsselwörter and Plastikwörter in those 10 ads makes them more interesting for their target market. The result of the analysis shows that each of advertisement uses Schlüsselwörter to create costumer's positive associations which is directly related to the product, for example to describe the result we achieve when we use that product or to describe the quality of product composition and the use of Hochwertwörter will give more positive value to the product. Meanwhile, Plastikwörter have a tendency to represent the product quality in a more general way and indirectly improve the brand image.;A large number of hair care product's advertisements from different brands that are widely spread through mass media are affecting women's decision about which shampoo that they're going to use. In this paper, I have analysed advertisement language of 10 Garnier shampoo ads in Germany. The purpose of this research is to find out how the use of Hochwertwörter, Schlüsselwörter and Plastikwörter in those 10 ads makes them more interesting for their target market. The result of the analysis shows that each of advertisement uses Schlüsselwörter to create costumer's positive associations which is directly related to the product, for example to describe the result we achieve when we use that product or to describe the quality of product composition and the use of Hochwertwörter will give more positive value to the product. Meanwhile, Plastikwörter have a tendency to represent the product quality in a more general way and indirectly improve the brand image.;A large number of hair care product's advertisements from different brands that are widely spread through mass media are affecting women's decision about which shampoo that they're going to use. In this paper, I have analysed

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