

## Unsur retorika dalam sepuluh iklan Lufthansa berbahasa Jerman = Rhetorical figure in Ten Lufthansa advertisements in German

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### Abstrak

[<b> ABSTRAK</b><br> Retorika merupakan seni dalam berbicara. Di dalam sebuah iklan, terdapat retorika sebagai salah satu unsur terpenting karena dengan unsur retorika tersebut iklan dapat dibuat menjadi semenarik mungkin sehingga pembaca berminat untuk menyimak iklan secara keseluruhan. Penelitian ini bertujuan untuk mengetahui penggunaan unsur retorika dalam sepuluh iklan cetak Lufthansa Jerman. Metode yang digunakan dalam penelitian ini adalah metode kualitatif yang bersumber pada kajian pustaka. Analisis yang digunakan dengan menganalisis unsur utama iklan antara lain Schlagzeile, Unterüberschrift, dan slogan. Berdasarkan hasil penelitian yang saya lakukan, saya menemukan penggunaan unsur retorika dalam sepuluh iklan Lufthansa berbahasa Jerman tersebut sebagai salah satu pembentuknya. Hal tersebut berfungsi sebagai pembentuk citra yang kuat terhadap produk yang sedang diiklankan. Penggunaan unsur retorika pada sebuah iklan membuat iklan tersebut menjadi terstruktur dan lebih menarik perhatian pembacanya.<hr>

<b>ABSTRACT</b><br> Rhetoric is the art of speech. Rhetorical figure is an important substance in an advertisement, because it can make an advertisement become as interesting as it can be and make people eager to read it more. This research aims to know about the usage of rhetorical figure in ten Lufthansa advertisements in German and uses qualitative method

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which based on literary review. This research was analyzed by analyzing the main contents of advertisement, such as Headline, Subheadline, and Slogan. Based on the result, i found the usage of rhetorical figure as one of the important substances in ten Lufthansa advertisements in German that i used in this research, because it can give a strong image to the product that is being advertised. The usage of rhetorical figure makes the advertisement become more organized and interesting to be seen by readers.;Rhetoric is the art of speech. Rhetorical figure is an important substance in an advertisement, because it can make an advertisement become as interesting as it can be and make people eager to read it more. This research aims to know about the usage of rhetorical figure in ten Lufthansa advertisements in German and uses qualitative method

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