Analisis makna denotasi, konotasi dan asosiasi dalam iklan layanan masyarakat "PETA" berbahasa Jerman = An Analysis of denotation and connotation, and its association meanings in a German public advertisements PETA

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Abstrak

[ABSTRAK
 Peta merupakan organisasi terbesar yang melindungi hak-hak binatang di seluruh dunia. Peta membidik segala usia, mulai dari remaja hingga dewasa. Dalam berkampanye, peta turut serta mengajak tokoh-tokoh terkenal sebagai model dalam iklan-iklannya. Hal tersebut bertujuan untuk dapat lebih menarik perhatian pembaca. Dalam iklan-iklannya, PETA tidak hanya menggunakan kata-kata denotasi, tetapi juga tidak jarang menggunakan kata-kata konotasi. Penelitian ini bertujuan untuk menganalisis penggunaan kata-kata denotasi, konotasi dan asosiasi yang terdapat dalam iklan layanan masyarakat yang dikeluarkan oleh PETA. Metode kualitatif yang bersumber pada kajian pustaka digunakan untuk menganalisis sepuluh iklan PETA yang menjadi korpus data. Berdasarkan hasil penelitian, selalu terdapat makna denotasi, konotasi dan asosiasi di dalam masing-masing iklan. kata-kata denotasi diterjemahkan sesuai dengan kata sebenarnya yang terdapat di dalam kamus. Kata-kata konotasi dan asosiasi diterjemahkan sesuai dengan pengalaman kebahasaan masyarakat pemakainya.ABSTRACT<b> PETA is the largest animal rights organization in the world. They target on supporters from plenty of groups of people in different age. They also involves celebrities on its most campaigns in order to attract more readers?s attentions. Through their advertisements, they don?t just use denotation lexis but they also use connotation ones. The research?s objective is to analyze the use of dennotation words as well as their connotation and associations contained in PETA advertisements. Qualitative methods which resources is taken from library research are employed in the analysis of 10 PETA adverts, which applies as its corpus data. According to the research results, there are denotation and connotion lexis associations in each ad. The denotation lexis are literally translated from the words in the dictionaries. Meanwhile, the connotation and its lexical associations are translated in such words based on the readers? language experiences.;PETA is the largest animal rights organization in the world. They target on supporters from plenty of groups of people in different age. They also involves celebrities on its most campaigns in order to attract more readers?s attentions. Through their advertisements, they don?t just use denotation lexis but they also use connotation ones. The research?s objective is to analyze the use of dennotation words as well as their connotation and associations contained in PETA advertisements. Qualitative methods which resources is taken from library research are employed in the analysis of 10 PETA adverts, which applies as its corpus data. According to the research results, there are denotation and connotion lexis associations in each ad. The denotation lexis are literally translated from the words in the dictionaries. Meanwhile, the connotation and its lexical associations are translated in such words based on the readers? language experiences.;PETA is the largest animal rights organization in the world. They target on supporters from plenty of groups of people in different age. They also involves celebrities on its most campaigns in order to attract more readers?s attentions. Through their advertisements, they don?t just use denotation lexis but they also use connotation ones. The research?s objective is to analyze the use of dennotation words as well as their connotation and

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