

## Analisis Iklan Bio-Essen berdasarkan teori Schlüsselwörter = An Analysis on Bio-Essen Advertisement based on Schlüsselwörter Theories

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Abstrak

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Jurnal ini membahas pemilihan kata-kata Schlüsselwörter dalam iklan produk-produk Bio-Essen yang dapat mempengaruhi tingkah laku konsumen agar dapat membeli produk tersebut, dan memberikan pengaruh kesadaran terhadap kesehatan dan juga turut mendukung penggunaan produk ramah lingkungan, demi keberlangsungan ekologi bumi. Melalui penelitian kepustakaan dan metode deskriptif, didapatkan hasil bahwa penggunaan Schlüsselwörter menimbulkan asosiasi konsumen terhadap produk-produk Bio-Essen dan juga asosiasi untuk gaya hidup sehat.

**ABSTRACT**

This journal discusses the election words Schlüsselwörter in Bio-Essen (Bio-Food) ads that can influence the action of consumers to buy the product and also influencing the concernity of individual health as well as support to consume eco friendly products for earth's ecology sustainability. Through literature research and descriptive method, showed that the use of Schlüsselwörter cause the consumer associations on Bio-Essen Products as well as assosiation for a healthy lifestyle.