

Wacana iklan advertorial kondom pada media massa cetak majalah Wanita Dewasa dan majalah Pria Dewasa

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Abstrak

Skripsi ini meneliti struktur wacana iklan advertorial kondom di majalah wanita dewasa dan majalah pria dewasa. Penelitian ini menggunakan metode kualitatif. Tujuan penelitian ini adalah mendeskripsikan struktur wacana yang meliputi suprastruktur, alat kohesi, dan makrostruktur dalam wacana iklan advertorial kondom di majalah wanita dewasa (majalah Cleo) dan majalah pria dewasa (majalah Maxim). Iklan advertorial kondom yang dijadikan sebagai data adalah iklan advertorial *It Takes Two to Tango* (majalah Cleo) dan iklan advertorial *Great Earthquake* (majalah Maxim). Hasil penelitian ini menunjukkan bahwa suprastruktur wacana iklan advertorial kondom di majalah wanita dewasa terdiri atas judul, elemen visual, badan iklan yang dilengkapi foto produk, dan baseline, sedangkan wacana iklan advertorial kondom di majalah pria dewasa terdiri atas elemen visual, lead in, judul, subjudul, dan badan iklan yang dilengkapi foto produk. Wacana iklan advertorial kondom di majalah wanita dewasa dan pria dewasa mengandung alat kohesi berupa referensi, substitusi, elipsis, konjungsi, dan kohesi leksikal, yaitu reiterasi berupa repetisi dan sinonim dan kolokasi. Makrostruktur wacana iklan advertorial kondom di majalah wanita dewasa menonjolkan informasi bahwa pemakaian kondom membutuhkan koordinasi antara wanita dan pasangannya untuk mendapatkan seks yang aman dan menyenangkan, sedangkan makrostruktur wacana iklan advertorial kondom di majalah pria dewasa menonjolkan informasi bahwa pemakaian kondom dapat memberikan sensasi berbeda ketika berhubungan seksual.

This undergraduate thesis analyzes about discourse structure in condom advertorials in women's magazines and men's magazines. This research uses a qualitative method. The purpose of this research is to describe the discourse structures including superstructure, cohesive devices, and macrostructure in condom advertorials in women's magazine (Cleo magazine) and men's magazine (Maxim magazine). The advertorials used as data are *It Takes Two to Tango* (advertised in Cleo magazine) and *Great Earthquake* (advertised in Maxim magazine). This research shows that the superstructure of the condom advertorial in the women's magazine consists of headline, a visual element, body copy of the advertorial completed with the product shot, and baseline. Meanwhile, the superstructure of the condom advertorial in the men's magazine consists of a visual element, lead in, headline, subheadline, and the body copy of the advertorial completed with the product shot. The condom advertorials in the women's magazine and the men's magazine consist of cohesive devices such as references, substitutions, ellipsis, conjunctions, and lexical cohesion (reiteration in forms of repetitions and synonyms and collocations). The macrostructure of the condom advertorial in the women's magazine focuses on information about the importance of the coordination between women and their partners in using condoms for the safe and pleasant sex. On the other hand, the macrostructure of the condom advertorial in the men's magazine emphasizes on how using condom could give particular sensation during sexual intercourse.