

Analisis kesalahan morfosintaksis bahasa Jerman dan kemahiran menulis berdasarkan ketepatan gramatika level a2 pada karangan mahasiswa program studi Jerman Universitas Indonesia tahun akademik 2012/2013 = An analysis of German morphosyntax and capability of writing based on appropriate grammatical level a2 on students of German studies of University of Indonesia s essays of the academic year 2012/2013

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Abstrak

Skripsi ini membahas kesalahan morfosintaksis bahasa Jerman pada karangan mahasiswa program studi Jerman Universitas Indonesia angkatan 2012 Selain itu dibahas pula kesesuaian kemampuan menulis berdasarkan ketepatan gramatika berdasarkan Gemeinsamer Europ ischer Referenzrahmen untuk level A2. Penelitian ini merupakan penelitian kualitatif yang mendeskripsikan jenis jenis kesalahan yang muncul serta melakukan penilaian berdasarkan Gemeinsamer Europ ischer Referenzrahmen f r Sprachen Untuk melihat pemunculan kesalahan dilakukan penghitungan dan hasil akhir disajikan dalam bentuk angka. Hasil penelitian ini menunjukkan bahwa kesalahan kongruensi merupakan kesalahan yang paling banyak terjadi Adapun kemahiran menulis berdasarkan Gemeinsamer Europ ischer Referenzrahmen telah berhasil dicapai oleh 15 dari 16 mahasiswa Berdasarkan hasil penelitian ini kepada para mahasiswa disarankan untuk memperbanyak latihan menulis secara mandiri dan lebih cermat dalam membentuk kalimat

World cosmetics industry is growing, especially in Indonesia. With so many products and cosmetics industry players are popping up, every cosmetics manufacturers must compete to create different grades of products to enhance the consumer interest to make a purchase. Likewise, the use of celebrity endorsers were deemed inappropriate and has compatibility with the product , so that it can attract society 's purchase intention. The author choose L' Oreal Paris cosmetic product that is unique to the authors assessed study, because L' oreal are included in 10 of the 50 World Most Valuable Brand Cosmetics in 2013 (in USD Billion). In this study we examined empirically the relationship between the credibility of the endorser of L' oreal (Maudy Koesnaedi) , the credibility of the brand L'oreal, and its relationship with the development of consumer -based brand equity.

The results showed that Brand Credibility affect Endorser credibility . The results also indicate that brand credibility influence Consumer -Based Brand Equity. This study also supports previous theories from Amanda; Pappu, Ravi; Cornwell, T Bettina (2011), in which researchers found that the credibility of the endorser does not build brand equity directly , but also by the impact (mediating) of brand credibility which led to increased consumer based brand equity.