

## Analisis citra iklan produk mentega bermerek Becel di Jerman = Image analysis of margarine's products from Becel branded in Germany

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### Abstrak

[<b> ABSTRAK</b><br>Iklan margarin di Jerman memang banyak jenis dan mereknya. Berbagai produsen iklan berlomba-lomba membuat sebuah iklan menjadi semenarik mungkin agar dapat diterima di kalangan masyarakat. Seperti halnya produsen margarin bermerek Becel juga membuat iklan sedemikian rupa sehingga iklan tersebut dikenal oleh masyarakat luas dengan ciri khasnya. Ciri khas ini kemudian yang disebut sebagai citra yang sengaja maupun tidak sengaja ditimbulkan dari komposisi gambar dan kata-kata dalam sebuah iklan. Kata-kata tersebut pastilah mempunyai makna denotatif dan konotatif yang membentuk citra suatu produk. Maka, penelitian ini bertujuan untuk menjelaskan makna dari setiap kata-kata yang terdapat pada unsur-unsur iklan tersebut agar pada akhir penelitian dapat ditarik kesimpulan mengenai citra tersebut. Metode yang digunakan dalam penelitian ini adalah metode kualitatif yang bersumber pada kajian pustaka. Hal yang dianalisis dalam penelitian ini adalah unsur-unsur dalam iklan serta makna denotatif dan konotatif dari kata-kata yang termasuk Höchwörter-Plastikwörter-Schlüsselwörter sehingga dapat ditentukan citra dari sebuah produk. Berdasarkan hasil penelitian, citra yang ingin ditampilkan oleh produsen iklan margarin bermerek Becel adalah mengenai kesehatan tubuh manusia. Walaupun produk tersebut merupakan produk makanan namun keunggulannya bukan hanya soal rasanya melainkan juga kesehatan produknya yang sudah terjamin dapat menurunkan kolesterol meskipun produk tersebut adalah sebuah produk margarin.<hr>

<b>ABSTRACT</b><br>Margarine advertisement in Germany has a lot of kinds and brands. Every advertising company tries to create their advertisements as interesting as possible to appeal the market. The margarine from Becel branded also creates its advertisement popular with their signatures. Then, these signatures are called as the intentional or unintentional image to be showed in pictures or words in advertisement. Those words have certain denotative and connotative meanings which produce the product's image. Therefore, the purpose of this research is to explain the meaning of each word in all part of the advertisement so we can see how the image is being produced. In this research, the method which is used is qualitative method and as the resource is from literatures as the resource. The concern of this research is to analyze the substances of advertisements and the denotative and connotative meanings of words which is classified as Höchwörter-Plastikwörter-Schlüsselwörter. Therefore, the image of the product can be defined. According to the result of this research, the image which represented by advertising company of Becel branded is about the human health. Although these products are food products, but the advantages are not just a matter of taste but also the health product which is claimed to reduce cholesterol reduce cholesterol even that the product is a product of margarine.;Margarine advertisement in Germany has a lot of kinds and brands. Every advertising company tries to create their advertisements as interesting as possible to appeal the market. The margarine from Becel branded also creates its advertisement popular with their signatures. Then, these signatures are called as the intentional or unintentional image to be showed in pictures or words in advertisement. Those words have certain denotative and connotative meanings which produce the product's

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