

## Parallelismus, Alliteration, dan Endreim dalam iklan Lufthansa berbahasa Jerman = Parallelismus, Alliteration, and Endreim in German advertisement issued by the lufthansa airlines

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404747&lokasi=lokal>

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### Abstrak

[<b> ABSTRAK</b><br>Dalam bidang periklanan, bahasa memiliki peran yang sangat penting. Bahasa dapat menjadikan sebuah iklan agar tampak lebih menarik. Dalam iklan,ada banyak sekali alat retorika yang dapat dipergunakan. Parallelismus, alliteration, dan endreim merupakan tigadiantaranya.Lufthansa yang merupakan maskapai penerbangan Jerman juga menggunakan alat retorikadalam iklannya agar terlihat menarik. Penggunaan parallelismus, alliteration, dan endreim dijadikan oleh Lufthansa sebagai alat untuk menarik perhatian konsumen. Penelitian ini bertujuan untuk menjelaskan bentuk parallelismus, alliteration, dan endreim yang terdapat di dalam iklan maskapai penerbangan Lufthansa. Metode yang digunakan dalam penelitian ini adalah metode kualitatif yang bersumber pada kajian pustaka. Penelitian ini meneliti sepuluh iklan Lufthansa mengenai penggunaan parallelismus, alliteration, dan endreim dalam iklan Lufthansa. Berdasarkan hasil penelitian, penggunaan parallelismus, alliteration, dan endreim ditemukan pada sepuluh iklan maskapai penerbangan Lufthansa ini. Parallelismus, alliteration, dan endreim yang muncul berfungsi untuk menarik perhatian konsumen.<hr>

<b>ABSTRACT</b><br>In the field of advertising, language has a very important role. Language can make an advertisement to appear more attractive. In advertising, there are a lot of rhetorical figures that can be used. Parallelismus, alliteration, and endreim are three of them. Lufthansa, an airline from Germany, also use rhetorical figures in their advertisement to make it look attractive. They are used by Lufthansa as a tool to attract potential customers. Thus, this study explain parallelismus, alliteration, and endreim that contained in the Lufthansa's advertisements. This study uses qualitative method which is based on a literature review. This study analyzes 10 advertisements of Lufthansa to parallelismus, alliteration, and endreim.

Based on the results, the usage of parallelismus, alliteration, and endreim is found in ten advertisements of Lufthansa. Parallelismus, alliteration, and endreim that appears in advertisement serves to attract the attention of consumers.;In the field of advertising, language has a very important role. Language can make an advertisement to appear more attractive. In advertising, there are a lot of rhetorical figures that can be used. Parallelismus, alliteration, and endreim are three of them. Lufthansa, an airline from Germany, also use rhetorical figures in their advertisement to make it look attractive. They are used by Lufthansa as a tool to attract potential customers. Thus, this study explain parallelismus, alliteration, and endreim that contained in the Lufthansa's advertisements. This study uses qualitative method which is based on a literature review. This study analyzes 10 advertisements of Lufthansa to parallelismus, alliteration, and endreim.

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