

Penggunaan kata asing dalam sepuluh iklan produk maskara berbahasa Jerman = The use of foreign words in ten of German speaking mascara advertisement

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Abstrak

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Iklan merupakan salah satu unsur penting dalam proses penjualan. Dalam pembuatannya berbagai ide kreatif dari segi visual maupun bahasa yang digunakan sangatlah berpengaruh dalam proses pemasaran produk. Penggunaan bahasa yang persuasif dan kreatif serta memperhatikan target pasar seringkali ditemukan dalam iklan Jerman, khususnya dalam iklan produk maskara yang telah menjadi salah satu produk kosmetik yang telah mendunia karena hampir semua wanita di dunia menggunakan produk tersebut. Oleh karena itu, terkait dengan target pasar yang telah mencakup pasar internasional, tentu penggunaan kata asing atau fremdsprahiges Wort banyak ditemukan dalam iklan tersebut untuk mempertahankan eksistensinya di dunia internasional karena lebih mendunia. Penelitian ini bertujuan untuk menjelaskan macam-macam pembentukan kata asing dan penggunaannya dalam iklan maskara berbahasa Jerman. Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif dengan sumber data yang digunakan dalam penelitian ini diambil dari beberapa situs online. Berdasarkan hasil penelitian, sepuluh iklan produk maskara berbahasa Jerman tersebut menggunakan kata asing yang berfungsi sebagai alat pemasaran di dunia internasional karena kata asing yang digunakan merupakan kata asing yang sudah banyak dipahami masyarakat dunia<hr>

ABSTRACT
Advertising is one of the essential elements in a product selling process . In its manufacture variopus creative ideas in terms of visual and the use of language have significant impact in the process of product marketing. Beside persuasive and creative use of language, the examination of target market is often found in German advertising, especially in mascara product advertising that in terms of cosmetic products has become one of worldwide cosmetic products since almost all women in the world use this product. To maintain the target market in international community, the use of foreign words or fremdsprahiges Wort has become significant to sustain its existence. This research aims to describe various formation of foreign words and their usage in German speaking mascara ads. The research method that is used in this research is qualitative which consists of descriptive method through the gathering data process that taken from online sites sources. The research result shows that ten of German ads use foreign words for its marketing tool in the international community because those foreign words are basically known and understood by people around the world.;dvertising is one of the essential elements in a product selling process . In its manufacture variopus creative ideas in terms of visual and the use of language have significant impact in the process of product marketing. Beside persuasive and creative use of language, the examination of target market is often found in German advertising, especially in mascara product advertising that in terms of cosmetic products has become one of worldwide cosmetic products since almost all women in the world use this product. To maintain the target market in international community, the use of foreign words or fremdsprahiges Wort has become significant to sustain its existence. This research aims to describe various formation of foreign words and their usage in German speaking mascara ads. The

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