

Video iklan maskapai KLM #happytohelp suatu tinjauan sosiolinguistik berdasarkan analisis speaking, ragam bahasa, dan fungsi alih kode = KLM's airlines video advertisement #happytohelp based on speaking formal language variation and code switching

Amiria Adi Paramita, author

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Abstrak

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KLM merupakan maskapai milik Belanda yang telah beroperasi sejak tahun 1919. KLM dinobatkan sebagai maskapai tertua di dunia. Dalam meningkatkan pelayanannya, KLM mengeluarkan 35 video iklan dengan tema #happytohelp. Dengan menggunakan metode kualitatif, pada jurnal ini akan dibahas mengenai SPEAKING, ragam bahasa formal, dan fungsi alih kode tiga iklan berbahasa Belanda dengan tema #happytohelp. Kesimpulan dari penelitian ini menunjukkan bahwa iklan KLM dengan tema #happytohelp memiliki ciri yang

sama dalam tiap komponen SPEAKING, ragam bahasa yang digunakan adalah ragam bahasa usaha dan santai, dan alih kode dalam tulisan ini memiliki fungsi ekspresif dan metalinguistis

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ABSTRACT

KLM is a Dutch airline company, operating since 1919. KLM has been named as the oldest airline in the world. In improving it's services, KLM made 35 advertisements with the #happytohelp topic. Using the qualitative method, this paper tends to give description of three KLM advertisements based on the SPEAKING, formality level of the language variation and code switching theory. The conclusion of this paper is that the three KLM advertisements with #happytohelp topic have the same features and characteristics of the components in SPEAKING. The usage of the formal and informal language variation are both found in the three KLM advertisements. Furthermore the functions of the usage of the code switching are of expressive and metalinguistic function., KLM is a Dutch airline company, operating since 1919. KLM has been named as the oldest airline in the world. In improving it's services, KLM made 35 advertisements with the #happytohelp topic. Using the qualitative method, this paper tends to give description of three KLM advertisements based on the SPEAKING, formality level of the language variation and code switching theory. The conclusion of this paper is that the three KLM advertisements with #happytohelp topic have the same features and characteristics of the components in SPEAKING. The usage of the formal and informal language variation are both found in the three KLM advertisements. Furthermore the functions of the usage of the code switching are of expressive and metalinguistic function.]