

## Iklan banner di website klm sebuah analisis ringkas tentang indeks ikon dan simbol = Banner advertisement on klm s webstite an synoptic analysisist about index icon and symbol

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### Abstrak

[<b>ABSTRAK</b><br>

Konijnklijke Luchtvaart Maatschappij (Maskapai Kerajaan Belanda), yang dikenal dengan inisial KLM, merupakan salah satu maskapai terkenal di dunia. Jurnal ini membahas mengenai indeks, ikon, dan simbol pada iklan banner di website KLM berbahasa Belanda. Penelitian ini menggunakan analisis deskriptif yang bertujuan untuk mengetahui peranan indeks, ikon, dan simbol yang digunakan dalam iklan KLM. Hasil analisis menunjukkan bahwa yang paling memiliki peranan besar adalah ikon dan simbol dibandingkan dengan indeks. Ikon dan simbol digunakan di semua iklan tetapi indeks hanya digunakan pada dua iklan. Ketiga unsur tersebut digunakan untuk menarik perhatian pembaca dan mempermudah pembaca memahami maksud dari iklan KLM tersebut.

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<b>ABSTRACT</b><br>

Koninklijke Luchtvaart Maatschappij (Royal Dutch Airline), well known by initials KLM, is the one of the famous airlines in the world. This journal discussed about index, icon and symbol in banner advertisement on KLM?s website. This is an descriptive analysis study which aims to know the role of index, icon and symbol that used in KLM?s advertisement. The analysis result shows that icon and symbol have the biggest role than index. Icon and symbol are used in all advertisement but index only used in two advertisement. That three elements are used to fetch up readers appreciation and also to help readers to understand the meaning from the KLM?s advertisement., Koninklijke Luchtvaart Maatschappij (Royal Dutch Airline), well known by initials KLM, is the one of the famous airlines in the world. This journal discussed about index, icon and symbol in banner advertisement on KLM?s website. This is an descriptive analysis study which aims to know the role of index, icon and symbol that used in KLM?s advertisement. The analysis result shows that icon and symbol have the biggest role than index. Icon and symbol are used in all advertisement but index only used in two advertisement. That three elements are used to fetch up readers appreciation and also to help readers to understand the meaning from the KLM?s advertisement.]