

Analisis penggunaan teori retorik in der werbung dalam iklan produk Adidas di Jerman = Analyse of usage of rhetorik in der werbung theory in the advertisements of adidas products in Germany

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Abstrak

[ABSTRAK
Rhetorik in der Werbung atau Retorika dalam iklan adalah penggunaan bahasa yang menyimpang dari kaidah

bahasa baku baik secara semantik maupun leksikal. Penggunaan variasi bahasa tersebut dalam iklan dibentuk

sedemikian rupa agar publik memiliki rasa ketertarikan dan terdorong untuk membeli produk yang ditawarkan.

Analisis teori retorika dalam jurnal ini menggunakan enam contoh iklan Adidas di Jerman. Tujuan analisis ini

adalah untuk mempelajari tahapan penggunaan teori retorika apa saja yang terdapat pada keenam iklan Adidas .

Tahapan tersebut diantaranya adalah pengumpulan tema yang sesuai (invention), penyusunan argumen yang efektif (disposition), bentuk kebahasaan (elocution), penggunaan kata dan gambar yang mudah dihafal (memoria), bentuk ekspresi dalam gambar (actio), kualitas bahasa (elucio), hingga estetika bahasa (ornatus). Berdasarkan analisis yang dilakukan, ditemukan bahwa tidak semua iklan memenuhi setiap tahapan retorika. Tahapan yang paling banyak tidak terpenuhi adalah unsur kualitas bahasa, khususnya dalam penggunaan bahasa

Jerman yang baik dan benar. Meskipun begitu terkadang kesalahan aturan bahasa tersebut digunakan pembuat

iklan sebagai salah satu daya tarik iklan terhadap publik.<hr>

ABSTRACT
Rhetoric in der Werbung or rhetoric in advertisement is the use of language that deviates from the rules of

standard language both semantic and lexical. The use of such language in the advertisement variation is formed

in a way that the public has a sense of interest and compelled to buy the products. Analysis of rhetoric theory in

this journal is using six samples of Adidas advertisements in Germany. The purpose of this analysis is to study

the stages of rhetoric theory which contained in the Adidas advertisements. These stages include the collecting

of appropriate theme (invention), the preparation of an effective argument (disposition), linguistic form (elocution), the use of words and images that are easily memorized (memoria), a form of expression in the picture (actio), the quality of the language (elucio), and the aesthetic of language (ornatus). Based on the analysis, it was found that not all of these advertisements fulfill every stage of rhetoric. The stage that most widely unfulfilled is quality of language, especially in the use of proper German language. Even so

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