

## Analisis Schlagzeile iklan persil berdasarkan teori Hochwertwörter-Schlüsselwörter-Plastikwörter = An Analysis on Schlagzeile of Persil Advertisement Based on Hochwertwörter-Schlüsselwörter-Plastikwörter Theories

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### Abstrak

[<b> ABSTRAK</b><br> Jurnal ini membahas pemilihan kata-kata Hochwertwörter, Schlüsselwörter, dan Plastikwörter dalam iklan Persil yang dapat mempengaruhi tingkah laku konsumen agar membeli produk tersebut. Penelitian difokuskan pada kata-kata Hochwertwörter, Schlüsselwörter, dan Plastikwörter yang terdapat pada Schlagzeile ke-10 iklan Persil. Melalui penelitian kepustakaan dan metode deskriptif, didapatkan hasil bahwa penggunaan Hochwertwörter dalam iklan Persil memberikan kesan positif pada produk tersebut. Schlüsselwörter untuk menimbulkan asosiasi konsumen terhadap produk Persil, sedangkan Plastikwörter memberikan rasa aman dan yakin pada konsumen terhadap kualitas produk.<hr>

<b>ABSTRACT</b><br> This journal discusses the election of words Hochwertwörter, Schlüsselwörter, and

Plastikwörter in Persil ads that can influence the action of consumers to buy the product. The Research is focused on the words Hochwertwörter, Schlüsselwörter, and Plastikwörter used in Schlagzeile of the ten of Persil ads. Through literature research and descriptive method, showed that the use of Hochwertwörter in Persil ads give a positive impression on the product. Schlüsselwörter to cause the consumer associations on product Persil, while Plastikwörter ensure the safety and convince the consumers on the quality product.;This journal discusses the election of words Hochwertwörter, Schlüsselwörter, and

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