

Analisis iklan smartphone iPhone berbahasa Jerman ditinjau dari segi retorika dalam iklan = Analysis of smartphone iPhone's Advertisement is viewed from the aspect rhetoric in advertising

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Abstrak

[ABSTRAK
 iPhone merupakan perusahaan internasional yang memiliki gerai toko di banyak negara, termasuk di Jerman. Pasar yang ditargetkan oleh iPhone adalah kalangan menengah ke atas. Dalam memasarkan produknya tersebut, iPhone menggunakan iklan sebagai media promosi. Untuk menarik konsumen, iklan harus dibuat semenarik mungkin. Salah satunya dengan melihat skema pembicaraan dan alat retorika yang dipakai dalam iklan. Penelitian ini bertujuan untuk menganalisis penggunaan skema pembicaraan serta alat-alat retorika dalam iklan iPhone berbahasa Jerman. Metode kualitatif yang bersumber pada kajian pustaka digunakan untuk menganalisis sepuluh iklan iPhone yang menjadi korpus data. Berdasarkan hasil penelitian, tidak semua skema pembicaraan dan alat retorika dipakai dalam iklan berbahasa Jerman.<hr>

ABSTRACT
 iPhone is an international company, which has a lot of outlets in many countries, including in Germany. The market target is from the upper middle class. In marketing their products, iPhone uses advertising as a media campaign. To attract consumers, advertising must be made as attractive as possible. One of the ways for looking them up is look the scheme talk and rhetorical device, which are used in the advertisement. This study aimed to analyze the use of schemes talks and rhetorical device, which are used in iPhone advertisement. Qualitative method which is from literary review is used to analyze ten iPhone?s advertisement as the corpus data. Based on the result of this research, not all of scheme talk and rhetorical device are used in one German?s advertisement; iPhone is an international company, which has a lot of outlets in many countries, including in Germany. The market target is from the upper middle class. In marketing their products, iPhone uses advertising as a media campaign. To attract consumers, advertising must be made as attractive as possible. One of the ways for looking them up is look the scheme talk and rhetorical device, which are used in the advertisement. This study aimed to analyze the use of schemes talks and rhetorical device, which are used in iPhone advertisement. Qualitative method which is from literary review is used to analyze ten iPhone?s advertisement as the corpus data. Based on the result of this research, not all of scheme talk and rhetorical device are used in one German?s advertisement, iPhone is an international company, which has a lot of outlets in many countries, including in Germany. The market target is from the upper middle class. In marketing their products, iPhone uses advertising as a media campaign. To attract consumers, advertising must be made as attractive as possible. One of the ways for looking them up is look the scheme talk and rhetorical device, which are used in the advertisement. This study aimed to analyze the use of schemes talks and rhetorical device, which are used in iPhone advertisement. Qualitative method which is from literary review is used to analyze ten iPhone?s advertisement as the corpus data. Based on the result of this research, not all of scheme talk and rhetorical device are used in one German?s advertisement]