

Analisis iklan komputer di Jerman pada produk Apple, ASUS dan DELL berdasarkan teori Fremdsprachige Elemente in der Werbung = Analysis of computer advertisements in Germany, on Apple, ASUS and DELL products based on Fremdsprachige Elemente in der Werbung theory.

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Abstrak

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Tujuan penelitian ini adalah untuk menganalisis penggunaan Fremdsprache atau bahasa asing khususnya pada 10 iklan komputer produk Apple, ASUS dan DELL di Jerman. Analisis iklan ini menggunakan teori Fremdsprachige Elemente in Werbesprache. Berdasarkan hasil analisis kata yang berasal dari bahasa Inggris paling banyak ditemukan dalam iklan komputer tersebut. Namun, banyak juga ditemukan penggunaan kata asing yang berasal dari bahasa lain, seperti bahasa latin, Italia dan Perancis. Jenis-jenis penggunaan Fremdsprache dalam analisis beragam, seperti Fremdwort, Lehnwort, Hybridbildungen, Lehnübersetzung dan Lehnübertragung. Selain itu terdapat pula istilah-istilah internasional yang khusus digunakan dalam bidang teknik. Tujuan penggunaan Fremdsprache dalam iklan umumnya untuk membuat iklan lebih menarik bagi konsumen.<hr>

ABSTRACT The purpose of this research is to analyze the use of Fremdsprache or foreign language in 10 computer advertisements of some products in Germany such as APPLE, ASUS and DELL. This research uses Fremdsprachige Elemente in Werbesprache theory. The result shows that English is the most widely used in those computer advertisements. However there are also some other languages that can be found in those advertisements such as Latin, French and Italian. There are various types of Fremdsprache that can be found in those advertisements such as Fremdwort, Lehnwort, Hybridbildungen, Lehnübersetzung and Lehnübertragung. Furthermore, many international terms, such as specific terms of engineering, are used in computer advertisements. The purpose of using Fremdsprache in an advertisement is to make the advertisement more appealing to the customers, The purpose of this research is to analyze the use of Fremdsprache or foreign language in 10 computer advertisements of some products in Germany such as APPLE, ASUS and DELL. This research uses Fremdsprachige Elemente in Werbesprache theory. The result shows that English is the most widely used in those computer advertisements. However there are also some other languages that can be found in those advertisements such as Latin, French and Italian. There are various types of Fremdsprache that can be found in those advertisements such as Fremdwort, Lehnwort, Hybridbildungen, Lehnübersetzung and Lehnübertragung. Furthermore, many international terms, such as specific terms of engineering, are

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