

Analisis unsur retorika dan pengaruhnya terhadap penyampaian pesan dalam tujuh iklan mobil BMW Jerman = Rhetorical figures and how they play roles in delivering messages to consumers in seven car advertisements of BMW Germany

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Abstrak

[ABSTRAK
 Kemajuan teknologi yang ada dewasa ini turut memicu timbulnya perilaku konsumtif masyarakat. Hal ini dapat dibuktikan melalui iklan yang dipublikasikan dengan bantuan media. Iklan sebagai salah satu bentuk teks persuasif yang berfungsi untuk menarik minat publik seringkali menggunakan pilihan kata dan gambar tertentu untuk membuatnya menarik dan mudah diingat. Pilihan kata dalam bahasa yang digunakan dalam iklan inilah yang dinamakan dengan unsur retorika. Melalui penelitian kepustakaan dan metode analisis-deskriptif, jurnal ini bertujuan untuk mengetahui unsur retorika apa saja yang muncul dalam tujuh iklan mobil BMW. Berdasarkan hasil penelitian, diperoleh kesimpulan bahwa dalam sepuluh iklan mobil BMW yang diteliti terdapat unsur retorika yang muncul dalam bentuk yang berbeda-beda.<hr>

ABSTRACT
 The progress of technology, which we can found today results in consumptive behavior of the society. This can be proved by the publication of product advertisements. As one of the persuasive texts, advertisements often use certain words, sentences, and pictures to draw people's attention and to make them more attractive. This special use of certain words and sentences is known as rhetorical figures. Through literature research and analytical-descriptive method, this journal aims to know which rhetorical figures are found in seven car advertisements of BMW Germany. Based on the research result, it can be concluded that there is at least one kind of rhetorical figures in each advertisements that emerge in various forms., The progress of technology, which we can found today results in consumptive behavior of the society. This can be proved by the publication of product advertisements. As one of the persuasive texts, advertisements often use certain words, sentences, and pictures to draw people's attention and to make them more attractive. This special use of certain words and sentences is known as rhetorical figures. Through literature research and analytical-descriptive method, this journal aims to know which rhetorical figures are found in seven car advertisements of BMW Germany. Based on the research result, it can be concluded that there is at least one kind of rhetorical figures in each advertisements that emerge in various forms.]