

## Rhetorische figuren dalam iklan produk Mcdonald di Jerman pada tahun 2014 = Rhetorische figuren in German advertisement issued by Mcdonald in 2014

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### Abstrak

[<b> ABSTRAK</b><br> Pada masa kini, manusia semakin menginginkan hal yang instan, mudah, dan praktis, termasuk

dalam hal makanan. Oleh karena itu, banyak bermunculan restoran cepat saji, salah satunya adalah restoran asal Amerika, McDonald. Dalam memasarkan produknya, peranan iklan sangatlah penting sehingga diperlukan pembuatan iklan yang kreatif dan atraktif, salah satunya dengan menggunakan gaya bahasa iklan. McDonald menggunakan beberapa alat retorik untuk menyokong iklan mereka. Penelitian ini bertujuan untuk membahas bagaimana alat retorik tersebut digunakan dalam 10 iklan McDonald berbahasa Jerman di tahun 2014 untuk menarik para konsume.

Berdasarkan hasil penelitian, ditemukan alat retorik yang digunakan, yakni Positionsfiguren, Wiederholungsfiguren, Erweiterungsfiguren, Kürzungsfiguren, dan Appelfiguren. Penggunaan alat retorik tersebut membuat iklan McDonald lebih menarik namun tetap singkat dan padat.<hr>

<b>ABSTRACT</b><br> In this era, people are getting more into instant and practical things, including food. And thus,

nowadays there are more and more restaurants that serve variety of fast foods, one of them is a fast-food restaurant from The United States, McDonald. To spread the products widely, creating a creative yet attractive advertisement plays an important role, such as using a language style in commercial advertisement. McDonald use some of the rhetorical figures to support their commercial. Thus, this study explain how those rhetorical figures are used in 10

McDonald&#1048758;&#1048662;&#1048579;

german advertisements in year 2014 to attract the consuments. Based on the result of the study, the rhetorical figures that are found in the advertisements are Positionsfiguren, Wiederholungsfiguren, Erweiterungsfiguren, Kürzungsfiguren, and Appelfiguren. The use of those rhetorical figures make the advertisement of McDonald look more creative and attractive in brief and simple way., In this era, people are getting more into instant and practical things, including food. And thus,

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