Analisis semantik terhadap iklan produk bir berbahasa Jerman = A Semantic analysis of German beer advertisements

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Abstrak

[ABSTRAK
 Makalah ini membahas analisis tujuh iklan produk bir yang diterbitkan di media cetak Jerman ditinjau dari bidang semantis. Analisis ini bertujuan untuk mengetahui makna denotatif, konotatif, dan asosiatif dari setiap unsur verbal yang muncul dan mengetahui citra yang dibangun terhadap produk tersebut. Metode yang akan digunakan adalah metode kualitatif dengan teknik studi kepustakaan. Hasil dari análisis ini menunjukan bahwa sebagian besar iklan bir menggunakan kata-kata yang membangun citra positif yang berasosiasi dengan relaksasi (Warsteiner, Franzikaner, Flensburger Pilsener, dan Heineken), kesehatan dan kesegaran (Bitburger dan Paulaner), dan tradisi (Krombacher)ABSTRACT<b> This paper discusses the semantic meanings of advertisement language of 7 selected German beer products. The purposes of this research are to know the denotative meaning, conotative meaning, and asosiative meaning from every verbal language in the printed advertisements and to know which image that want to be built for the product or brand. This research method is qualitative research and library research. The result of this research shows that the most ads use selective words that build positive image, which give the consumers association about relaxation (Warsteiner, Franzikaner, Flensburger Pilsener, and Heineken), health and refreshment (Bitburger and Paulaner), and tradition (Krombacher);This paper discusses the semantic meanings of advertisement language of 7 selected German beer products. The purposes of this research are to know the denotative meaning, conotative meaning, and asosiative meaning from every verbal language in the printed advertisements and to know which image that want to be built for the product or brand. This research method is qualitative research and library research. The result of this research shows that the most ads use selective words that build positive image, which give the consumers association about relaxation (Warsteiner, Franzikaner, Flensburger Pilsener, and Heineken), health and refreshment (Bitburger and Paulaner), and tradition (Krombacher);This paper discusses the semantic meanings of advertisement language of 7 selected German beer products. The purposes of this research are to know the denotative meaning, conotative meaning, and asosiative meaning from every verbal language in the printed advertisements and to know which image that want to be built for the product or brand. This research method is qualitative research and library research. The result of this research shows that the most ads use selective words that build positive image, which give the consumers association about relaxation (Warsteiner, Franzikaner, Flensburger Pilsener, and Heineken), health and refreshment (Bitburger and Paulaner), and tradition (Krombacher), This paper discusses the semantic meanings of advertisement language of 7 selected German beer products. The purposes of this research are to know the denotative meaning, conotative meaning, and asosiative meaning from every verbal language in the printed advertisements and to know which image that want to be built for the product or brand. This research method is qualitative research and library research. The result of this research shows that the most ads use selective words that build positive image, which give the consumers association about relaxation

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