

## Teknik persuasi pada iklan mercedes benz sebuah kajian pragmatik

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20419283&lokasi=lokal>

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### Abstrak

This study is concerned with pragmatics in mass communication, especially about techniques of persuasions applied Mercedes-Benz advertisements published in magazines. The objectives of the study are describing the forms of technique of persuasion and the kinds of persuasion technique based on the images and body copies propositions. The research concerned here is a descriptive-qualitative research which is supported by the tables classifying the data. The data are qualitative because the data collected are in the form of words or pictures rather than numbers. The main data were collected through written text in form of printed advertisement of Mercedes-Benz automobile in time and Newsweek which involved the aspects of linguistic and non-linguistic parts of the advertisements. The main instrument of the research was the researcher herself. In analyzing the data, this research has used an inductive analysis, which is the characteristic of descriptive research. The result of the research show that the advertisements are mostly produced in the forms of picture and caption. Based on the images and propositions implied in the body copies, the advertisement use 6 kinds of persuasion technique. The technique are emotional security selling technique, love object selling technique, roots selling technique, and status symbol selling technique.