

## Kohesi substitusional rubrik Azyâ harian Al-Seyassah = Substitutional cohesion in Azyâ rubric Al-Seyassah newspaper

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### Abstrak

[<b>ABSTRAK</b><br>

Skripsi ini membahas kohesi substitusi yang terdapat dalam rubrik azyâ harian al-Seyassah. Penulis menganalisis alat dan hubungan substitusi yang terdapat dalam rubrik tersebut. Penelitian ini merupakan penelitian kualitatif dengan desain deskriptif. Penulis menjadikan sepuluh artikel dari rubrik azyâ yang terdapat pada harian al-Seyassah periode Januari-Februari 2011 sebagai sumber data dalam penelitian. Tujuan penelitian ini adalah mendeskripsikan bagaimana penggunaan kohesi substitusi dalam bahasa Arab pers khususnya dalam ranah mode. Hasil penelitian menunjukkan bahwa alat substitusi yang terdapat dalam rubrik ini adalah demonstrativa dan pronomina persona dengan jumlah pronomina persona lebih dominan daripada demonstrativa. Sebagian besar pronomina persona dalam artikel ini berjenis feminin dan hubungan substitusi yang paling sering digunakan adalah hubungan substitusi nominal.

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<b>ABSTRACT</b><br>

The focus of this study is substitution, one of cohesive devices, which appears in azyâ rubric, in al-Seyassah daily newspaper. Substitution devices and relationship will be analyzed through this study. The method of this study is qualitative with descriptive design. The sources of this study are ten articles from azyâ rubric in al-Seyassah on the period of January to February 2011. The purpose of this study is to describe how to use substitution cohesion in Arabic press, especially which concerning about fashion. The results show that the substitution devices which appear in this rubric are demonstrative and personal pronouns. In addition, the number of personal pronouns is more dominant than demonstrative ones. Feminine gender is the majority of personal pronouns and the substitution relationship which is mostly used is nominal substitution.;

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