

ABSTRACTS

The Use of Language on Television Advertisement.

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Television broadcasting plays an important role in advertisement development. The advertisement language had the special speech, that is daily speech and familiar speech. The formulation must be about the speech on the advertisement carried out through the research. Was based on this matter, the aim of the use research of the language of the television advertisement was determined as follows: That is (a) described the delivery strategy instructed in the use of the language the television advertisement; (b) described implicatures from the incident said in the television advertisement.

This research was utilized the descriptive qualitative method. The object of this research was the language that was used in the television advertisement. Was based on the technique random sampling was appointed by 25 advertisements of children of category television, the adolescent, and mature in the advertisement, beauty, and electronics of the kind of the food product as the sample of the research. The data was gathered through the method take note technically tapped used the recorder of the video and browsing the internet in youtube. The data that was received by the next one was analyzed used the theory of words.

Results of this research were: (a) the strategy deliver the message in the use of the language in the television advertisement took the form of locution assertion, illocution, and perlocution. The three acts said this gave confirmation towards the message that was sent; (b) implicatures from assertion of the television advertisement make use of diction and the literary style so as the implied meaning could as the typical characteristics of the advertisement language create some certain image in the heart of the viewer.

ABSTRAK

Pemakaian Bahasa pada Iklan Televisi.

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Siaran televisi berperan penting dalam pengembangan bahasa iklan. Bahasa iklan mempunyai ragam bahasa tersendiri, yaitu ragam santai dan ragan akrab. Rumusan tentang ragam bahasa iklan perlu dilakukan melalui penelitian. Berdasarkan hal tersebut, tujuan penelitian pemakaian bahasa iklan televisi ditetapkan sebagai berikut, yaitu (a) mendeskripsikan strategi penyampaian pesan dalam pemakaian bahasa pada iklan televisi; (b) mendeskripsikan implikatur dari peristiwa tutur dalam iklan televisi.

Penelitian ini menggunakan metode deskriptif kualitatif. Objek penelitian ini adalah bahasa yang digunakan dalam iklan televisi. Berdasarkan teknik *random sampling* ditetapkan 25 iklan televisi kategori anak-anak, remaja, dan dewasa dalam iklan jenis produk makanan, kecantikan, dan elektronik sebagai sampel penelitian. Data dikumpulkan melalui metode simak dengan teknik sadap menggunakan rekaman video dan *browsing* internet di *youtube*. Data yang diperoleh selanjutnya dianalisis menggunakan teori tindak tutur.

Hasil penelitian ini adalah: (a) strategi penyampaian pesan dalam pemakaian bahasa pada iklan televisi berupa tuturan lokusi, ilokusi, dan perlokusi. Ketiga tindak tutur ini memberi penegasan terhadap pesan yang disampaikan; (b) implikatur dari tuturan iklan televisi memanfaatkan diksi dan gaya bahasa sehingga makna tersirat sebagai ciri khas bahasa iklan dapat menciptakan suatu pencitraan tertentu di hati pemirsa.