

ABSTRAK

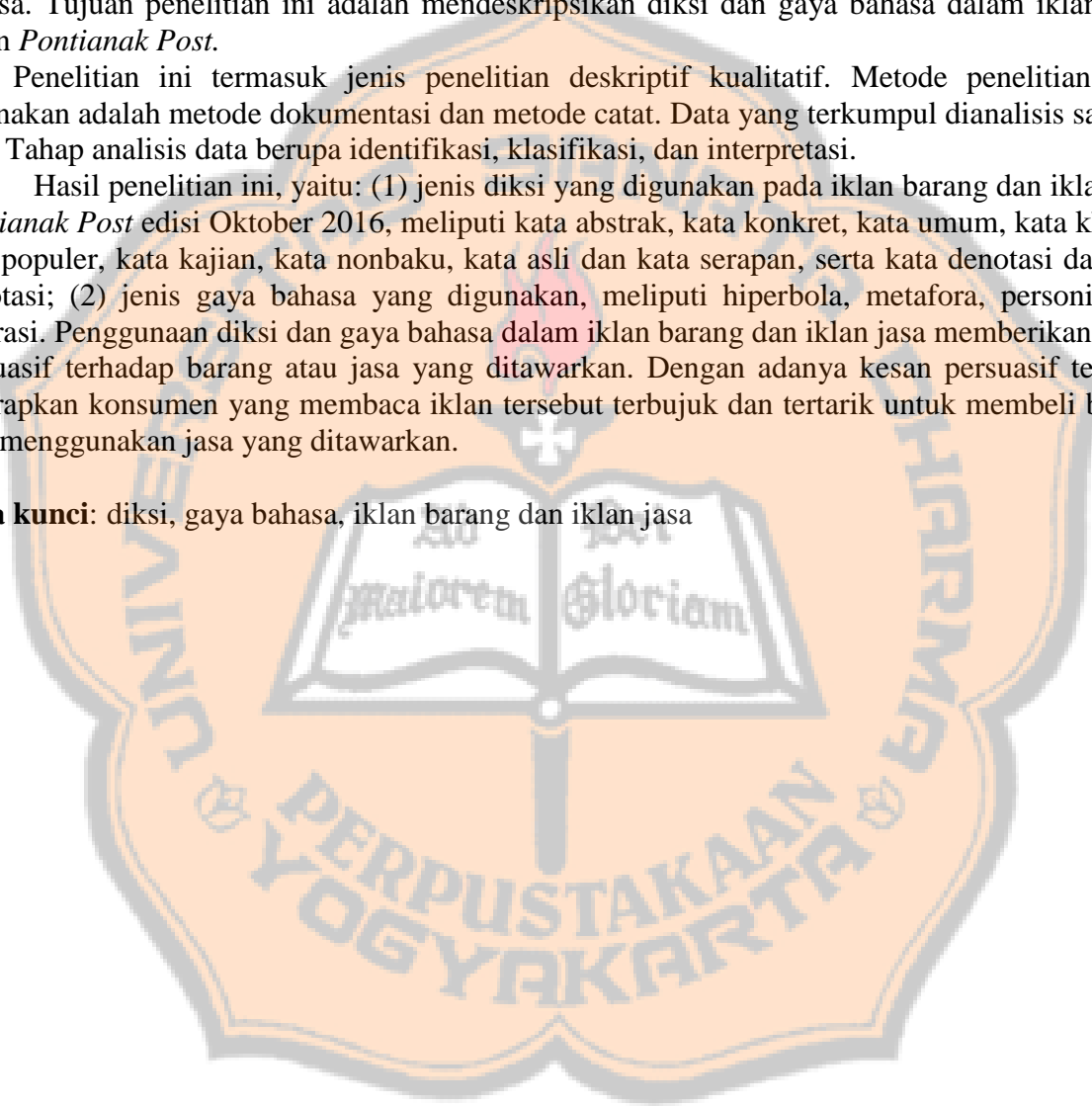
Widyanto, Natalis Haryo. 2018. *Analisis Diksi dan Gaya Bahasa dalam Iklan Barang dan Iklan Jasa Koran Pontianak Post Edisi Oktober 2016*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Dalam penelitian ini secara khusus dikaji diksi dan gaya bahasa. Peneliti memilih surat kabar Pontianak Post sebagai objek penelitian. Surat kabar tersebut mengandung beragam diksi dan gaya bahasa. Tujuan penelitian ini adalah mendeskripsikan diksi dan gaya bahasa dalam iklan pada koran *Pontianak Post*.

Penelitian ini termasuk jenis penelitian deskriptif kualitatif. Metode penelitian yang digunakan adalah metode dokumentasi dan metode catat. Data yang terkumpul dianalisis satu per satu. Tahap analisis data berupa identifikasi, klasifikasi, dan interpretasi.

Hasil penelitian ini, yaitu: (1) jenis diksi yang digunakan pada iklan barang dan iklan jasa *Pontianak Post* edisi Oktober 2016, meliputi kata abstrak, kata konkret, kata umum, kata khusus, kata populer, kata kajian, kata nonbaku, kata asli dan kata serapan, serta kata denotasi dan kata konotasi; (2) jenis gaya bahasa yang digunakan, meliputi hiperbola, metafora, personifikasi, aliterasi. Penggunaan diksi dan gaya bahasa dalam iklan barang dan iklan jasa memberikan kesan persuasif terhadap barang atau jasa yang ditawarkan. Dengan adanya kesan persuasif tersebut diharapkan konsumen yang membaca iklan tersebut terbujuk dan tertarik untuk membeli barang atau menggunakan jasa yang ditawarkan.

Kata kunci: diksi, gaya bahasa, iklan barang dan iklan jasa



ABSTRACT

Widyanto, Natalis Haryo. 2018. *The Analysis of Diction and Figure of Speech in Goods Advertisement and Services of Pontianak Post October 2016 Edition*. Thesis. Yogyakarta: Indonesian Education and Literature Studies Program, Faculty of Teachership and Education, Sanata Dharma University.

This study specifically research the diction and style of language on mass media Pontianak Post. The researcher chose the Pontianak Post newspaper as a research object. The newspaper contains a variety of diction and style of language. The purpose of this research is to describe diction and style of language in advertisement on Pontianak Post newspaper.

This research includes descriptive qualitative research type. The research method used was the method of documentation and method of record. The collected data was analyzed one by one. Phase data analysis in the form of identification, classification, and interpretation.

The results of this study were: (1) the type of diction used in Pontianak Post's advertisement of goods and services of the October 2016 edition, including abstract words, concrete words, common words, special words, popular words, study words, nonbasic words, the word absorption, as well as the word denotation and the word connotation; (2) the type of language style used, including hyperbole, metaphor, personification, alliteration. The use of diction and style of language in the advertising of goods and advertising services gives a persuasive impression of the goods or services offered. With the persuasive impression is expected that consumers who read the ad persuaded and interested to buy goods or use the services offered.

Keywords: *diction, figure of speech, goods advertisement, services advertisement*

