

ABSTRAK

Skripsi ini berjudul “Analisis Majas dalam Slogan Iklan Produk Elektronik di Rusia”. Dalam skripsi ini dibahas mengenai jenis majas apa saja yang terdapat dalam slogan iklan produk elektronik di Rusia serta jenis makna semantik apa saja yang digunakan dalam slogan iklan produk elektronik di Rusia. Penelitian ini menggunakan metode deskriptif analisis. Teori yang digunakan dalam penelitian ini antara lain teori mengenai iklan, majas, dan makna. Data yang berhasil dikumpulkan terdiri dari data-data berupa slogan iklan produk elektronik di Rusia yang bersumber dari gambar-gambar yang diakses secara daring melalui www.google.com dan www.yandex.com. Hasil penelitian ini menunjukkan bahwa jenis majas yang digunakan dalam slogan iklan produk elektronik di Rusia antara lain majas personifikasi, majas metafora, majas hiperbola, majas metonimia, majas litotes, dan majas simile. Adapun makna semantis yang terkandung dalam slogan iklan tersebut adalah makna leksikal, makna gramatikal, makna nonreferensial, makna peribahasa, makna denotatif, dan makna kias.

Kata kunci: majas, makna, slogan iklan, bahasa Rusia.

ABSTRACT

This thesis is entitled “Analysis of Figure of Speech in Advertising Slogans of Electronic Products in Russia”. In this thesis discussed about what kind of figure of speech contained in advertising slogans of electronic products in Russia and what kind of semantic meaning used in advertising slogans of electronic products in Russia. This study uses descriptive method of analysis. Theories used in this study include theories about advertising, figure of speech, and meaning. The data collected consists of data in the form of advertising slogans of electronic products in Russia sourced from images accessed online through www.google.com and www.yandex.com. The results of this study indicate that the types of figures of speech used in advertising slogans of electronic products in Russia include figure of speech personification, figure of speech metaphor, figure of speech hyperbole, figure of speech metonymy, figure of speech litotes, and figure of speech simile. The semantic meaning contained in the advertising slogan is lexical meaning, grammatical meaning, nonreferential meaning, proverb meaning, denotative meaning, and figurative meaning.

Keywords: figure of speech, meaning, advertising slogan, Russian language.