

**Rhetorical analysis: *Strategies of Car Promotion in Newspaper***

***Advertisements***

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain  
the Bachelor Degree in the English Linguistics Study Program**



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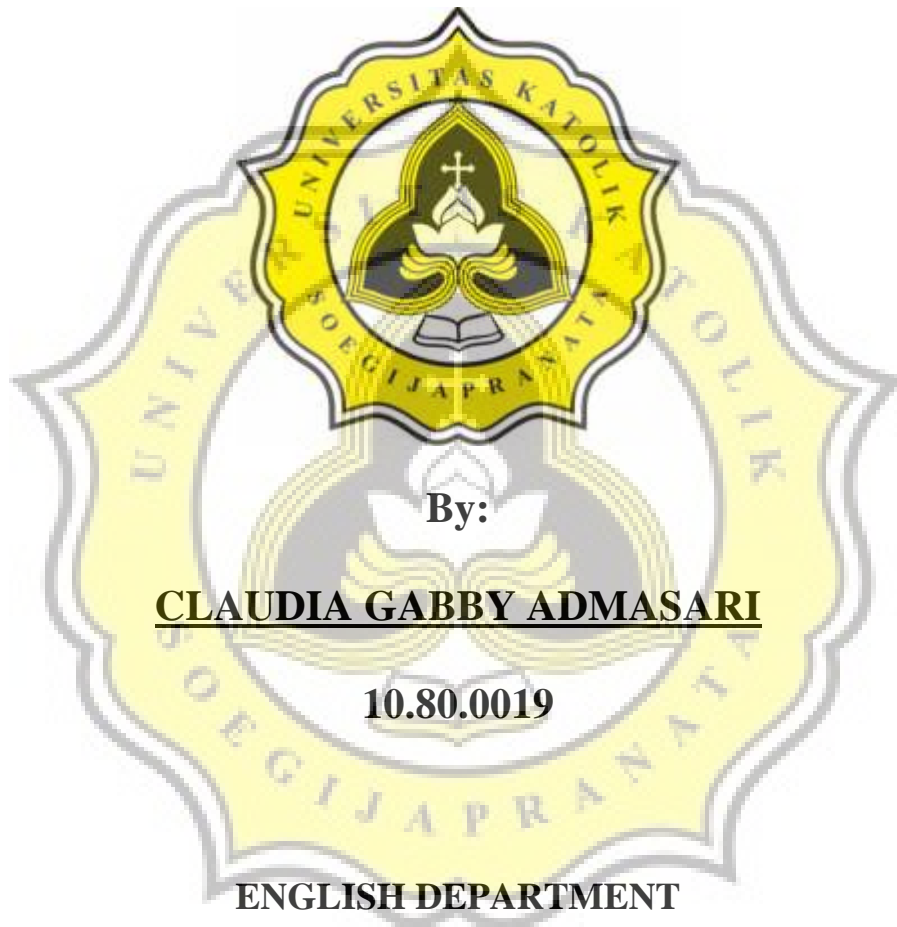
**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

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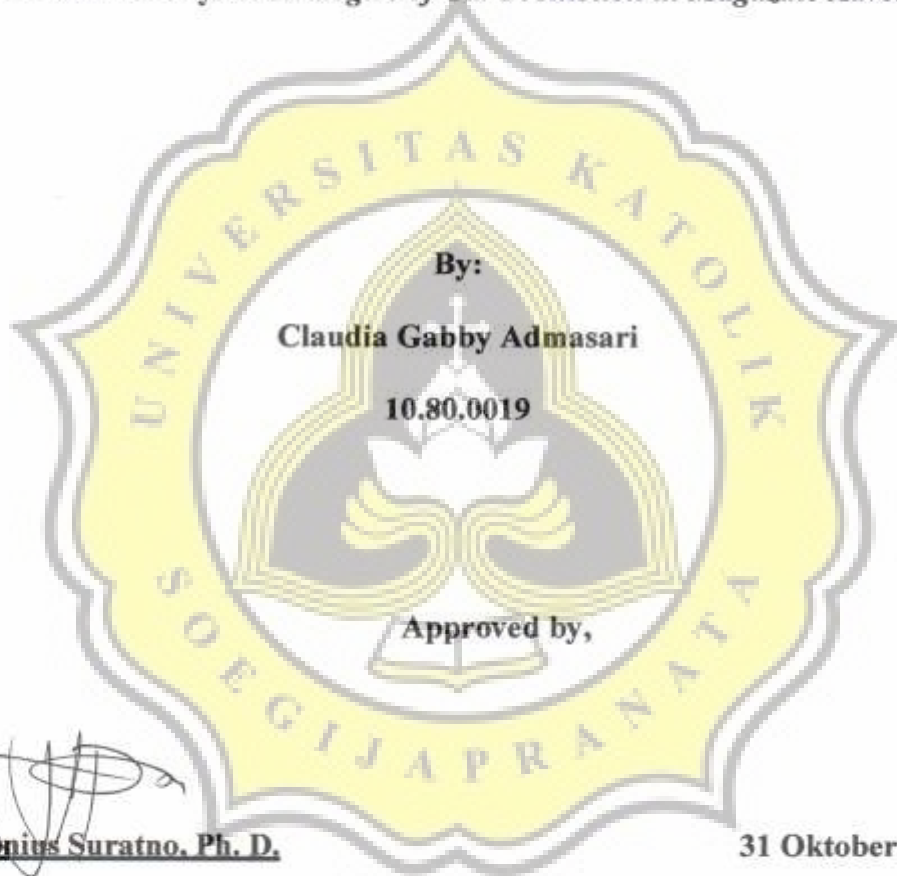


**FACULTY OF LANGUAGE AND ARTS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG**

**2018**

**A THESIS APPROVAL**

**Rhetorical analysis: *Strategies of Car Promotion in Magazine Advertisements***



**Antonius Suratno, Ph. D.**

**31 Oktober 2018**

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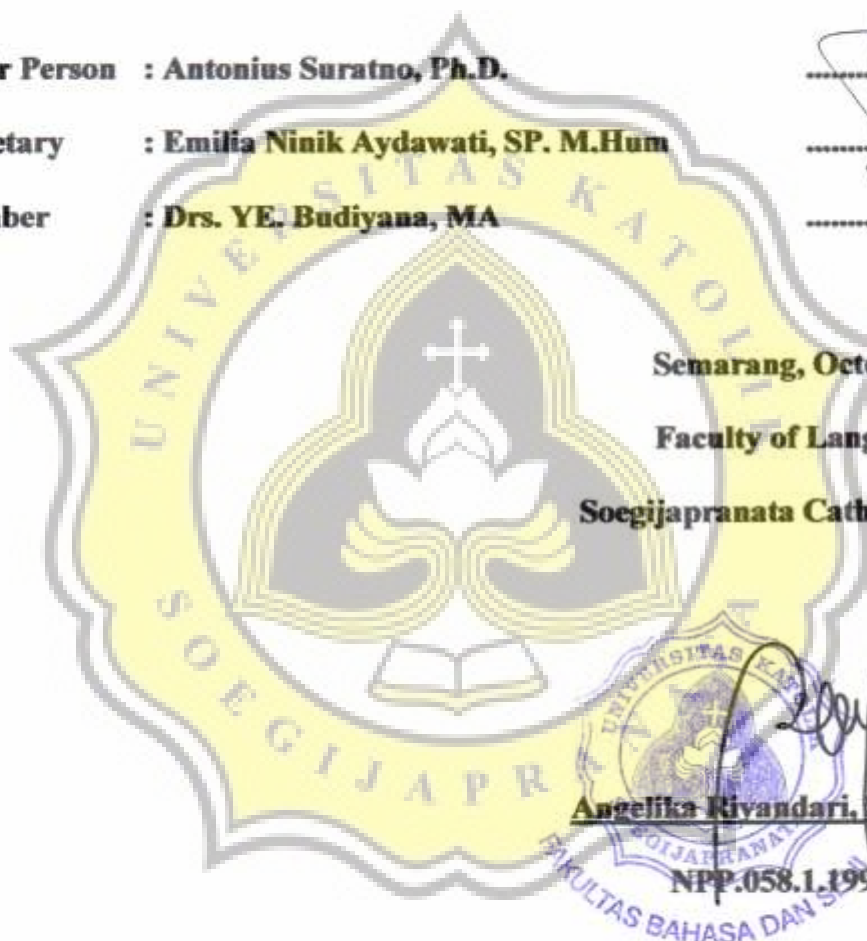
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I would like to say thank you to the Lord Jesus who gave life to me.

To my mother in heaven I offered this skirpsi for her. to my father who always provided support both morally and materially.

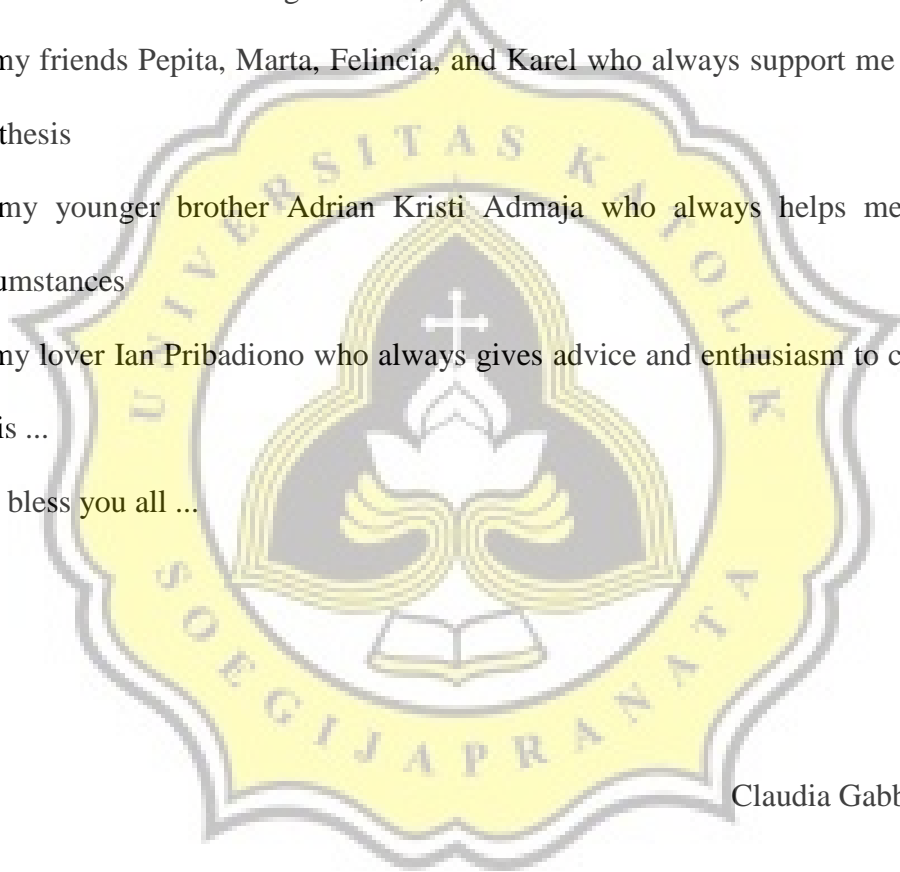
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## ABSTRACT

Nowadays, advertising media is very influential on a product. how the image of a product is built and can attract consumers. therefore, the language of advertisements and visual images is important for building the image. through visuals, consumers can become interested in knowing the product more deeply. so that advertisers hope, consumers are also interested in buying the products they offer. in car advertisements, language or attractive advertising offers become an attraction for consumers. how the bidding language they use and what visual images they display, especially in print media, is very important because advertisers must build images only from an image.

## **ABSTRAK**

Saat ini, media iklan sangat berpengaruh terhadap suatu produk. bagaimana image sebuah produk itu dibangun dan dapat menarik minat konsumen. Oleh sebab itu, bahasa iklan dan gambar visual menjadi hal yang penting untuk membangun image tersebut. Melalui visual, konsumen dapat menjadi tertarik untuk mengetahui produk tersebut lebih dalam. Sehingga harapan pengiklan, konsumen juga tertarik untuk membeli produk yang mereka tawarkan. dalam iklan mobil, bahasa atau tawaran iklan yang menarik menjadi daya tarik bagi konsumen. Bagaimana bahasa penawaran yang mereka gunakan dan gambar visual apa yang mereka tampilkan, terlebih dalam media cetak, hal ini menjadi sangat penting karena pengiklan harus membangun image dari sebuah gambar.

