

IKLAN PERDA PEMKO PADANG

KAJIAN ANALISIS WACANA

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ABSTRACT

Fertuna Anastika Putra. 2016. "The Regional regulation Advertisements of Government of Padang: The Studi of Discourse Analysis

This research is begun from the use of advertisements by government of Padang. The advertisements are used to promote the programs, plans, and regulations for the citizen. The issues are raised when it was used to promote regional regulations. The regional regulations need to be comprehended entirely to avoid miscomprehension. The use of advertisements as media are not only for promoting but also for giving command, for commemorating, for urging, and threatening.

This research is intended to know and explain the types of speech act of language, the function of language, and the meaning of language in discourse advertising used by the government of Padang. The objects of the research are the regional regulations which had been produced by the government of Padang. The advertisements are integrated in below the line advertisements. The examples of below the line advertisement are billboards, banners, posters, and etc.

This Research was qualitative method. The data for this research was primary data which had been achieved directly from the source. The primary data was collected by using observations method along and the techniques. Analyzing data uses distributional and identity method.

The result of the analysis shows (1) speech acts which are found in the regional regulation advertisements are direct speech act, indirect speech act, and literal speech act. Those speech acts are produced based on the motives of the language. The functions of the language which are found in the regional regulation advertisements are imperative, informational, and commission. In verbal, the meaning of the language which are found are conceptual, connotation, social, collocative, associative, and tematik. In visual, the meaning of the language which is found is connotation.