

SUMBER BELAJAR PENUNJANG PLPG 2016

BAHASA INGGRIS

CHAPTER 5: ADVERTISEMENT



Dr. Rahmad Husein, M.Ed.

Dr. Anni Holila Pulungan, M.Hum.

**KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
DIREKTORAT JENDERAL GURU DAN TENAGA KEPENDIDIKAN
2016**

CHAPTER 5

ADVERTISEMENT

5.1 Tujuan Komunikatif Teks Tertulis Fungsional Pendek Berbentuk Advertisement

KI: Menguasai materi, struktur, konsep, dan pola pikir keilmuan yang mendukung mata pelajaran yang diampu.

KD: Menguasai bahasa Inggris lisan dan tulisan, reseptif dan produktif dalam segala aspek komunikatifnya (linguistik, wacana, sosiolinguistik dan strategis).

ADVERTISEMENT

Advertisement is a notice or publication promoting a product, service, or event. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. The purpose of advertisement text is to announce about a case of a product to the public, or in other words to introduce a product to the public in order to buy and attracted to the product being advertised. In general, an advertisement consists of five parts: headline, subheads, bodycopy, slogan, closing. They play different roles and serve different purposes and hence may not be equally important, but none is dispensable. For Example:

IRENA'S
20th anniversary
SALE is NOW ON!!!

SALE UP TO 70% OFF!!!

Get **special price** from
20th November – 20th December 2015

- Irena's shoes 50% off
- MRF's bag 60% Off
- Penn's Jacket 70% off
- Many more...

KelasBahasaInggris.com
www.irena.com
FB: Irena Indonesia
Twitter: @irenaIndonesia

Free!!!
*special gift**

The purpose of the writer is to persuade the customers to visit Irena's Boutique 20th anniversary by giving them special price up to 70 % off for shoes, bag, jacket and many more items. This is the way how the shop attracts the customers; special price and gift for them if they visit the shop on 20th Nov – 20th Dec 2015.

References

Henry Billings. *Critical Reading Series : Heroes*. 2000. Lincolnwood. Contemporary Publishing Group.

www.kelasbahasainggris.com

5.2 Makna Kata Teks Tertulis Fungsional Pendek Berbentuk Advertisement

KI: Menguasai materi, struktur, konsep, dan pola pikir keilmuan yang mendukung mata pelajaran yang diampu.

KD: Menguasai bahasa Inggris lisan dan tulisan, reseptif dan produktif dalam segala aspek komunikatifnya (linguistik, wacana, sociolinguistik dan strategis).

Reference

Henry Billings. *Critical Reading Series: Heroes*. 2000. Lincolnwood. Contemporary Publishing Group.

www.kelasbahasainggris.com