

ABSTRAK

Topik penelitian ini berkaitan dengan istilah pemasaran yang digunakan dalam iklan di jejaring sosial *Instagram*. Penelitian ini berjudul “Istilah Pemasaran dalam Iklan di Jejaring Sosial *Instagram*”. Tujuan penelitian ini mendeskripsikan (1) penggunaan istilah pemasaran di jejaring sosial *Instagram* ditinjau berdasarkan bentuk lingual; (2) jenis abreviasi dan pola pembentukan abreviasi yang digunakan dalam istilah pemasaran di jejaring sosial *Instagram*; dan (3) konstruksi frasa dalam istilah pemasaran di jejaring sosial *Instagram*. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Selain itu, morfologi dan sintaksis dijadikan sebagai payung penelitian. Penelitian ini menggunakan analisis bentuk lingual, abreviasi, dan konstruksi frasa. Teknik pengumpulan data yang digunakan teknik observasi, dokumentasi dan catat. Dalam penelitian ini terdapat dua sumber data, yaitu data primer dan data sekunder. Data primer diperoleh dari iklan di jejaring sosial *Instagram*, sedangkan data sekunder didapatkan dari Kamus Istilah Pemasaran. Hasil penelitian ini menunjukkan bahwa pada tataran bentuk lingual lebih banyak ditemukan istilah yang berbentuk frasa daripada istilah yang berwujud kata. Pada tataran abreviasi, lebih banyak ditemukan jenis singkatan daripada jenis akronim dan penggalan. Pada tataran konstruksi frasa, lebih banyak ditemukan konstruksi frasa D-M (diterangkan-menerangkan) daripada M-D (menerangkan-diterangkan).

Kata kunci: Morfologi, Sintaksis, Istilah Pemasaran, Iklan, Jejaring Sosial Instagram.

ABSTRACT

The topic of this research is related to the use of marketing terms in advertising on social media, Instagram. This research entitled “Marketing Term in Advertising on Social Media, Instagram”. The objectives of this research are; (1) the use of terms in advertising in social media Instagram reviewed based on the linguistic; (2) kinds of abbreviation and forming pattern abbreviation that is used in advertising term in social media, Instagram; and (3) the phrase construction in advertising term in social media, Instagram. Qualitative research method with a descriptive research design was chose as a method of this research. Moreover, morphology and syntax serves as used in the analysis process. This research uses lingual analysis, abbreviation, and phrase construction to analyze the data. The techniques that are used to collect the data are observation, documentation, and note. Furthermore, there are two main data of this research. Those are primary and secondary data. The primary data is obtained from a social media, Instagram while the secondary data is obtained from Advertising Term Dictionary. The result of this study showed that based on the lingual, it was found that the advertising term in phrase is used more than the term with a word form. Based on the abbreviation, the research found that the term in abbreviation is found many compare to acronym and fragment. Additionally, from phrase construction, this research showed that phrase construction type D-M (being explained-explain) are found more than the phrase with the M-D (explain-being explained) type.

Keyword: Morphology, Syntax, Marketing Term, Advertising, Social Media, Instagram.