Abstract

This paper which is entitled “Analisis Struktur Dan Makna Teks Iklan Pada Brosur Kursus Bahasa Mandarin ” is trying to analyse the structure and the meaning of the text of Mandarin course’s brochure. Brochures mostly Mandarin courses in Medan have different structure but still has meaning for promoting the course spot. Writer finds out this phenomenal and makes it as the background of the study. The purpose of the research is to find out the good structure and have a good meaning for make Mandarin’s course brochures. The writer used Descriptive-qualitative analysis as a method and the theory of functionalism is used to find out the good structure and meaning to make a good brochure. Another theory is semiotic, used to analyse the meaning of each part of the brochure. As a result of the research, it is found that good brochure have to has:

a. verbal : Aktor, Proses, Sirkumstan

b. visual : Accompaniment, Utterance, Setting, Offer/Equility, Phenomenon/Reacter, Saliance

Writer yearns this thesis can help the owner of the Mandarin language courses in order to make a good course brochure.