SEMIOTIC ANALYSIS ON FAST FOOD RESTAURANT

ADVERTISEMENTS

THESIS

Submitted as the Partial Fulfillment of the Requirements for the Bachelor Degree

in English Department Faculty of Arts and Humanities

State Islamic University Sunan Ampel Surabaya



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ABSTRACT

Sofiyah, Ananda Nur. 2019. Semiotic Analysis on Fast Food Restaurant Advertisements. English Department.Faculty of Arts and Humanities. State Islamic University of SunanAmpel Surabaya.

The Advisor : Dr. Mohammad Kurjum, M. Ag

Key Terms : Semiotic, Advertisement, Fast Food Restaurant

This research discussed Semiotic analysis on fast food restaurant advertisement. The theory that was used in the paper is based on Roland Barthes' concept. The main concept of Roland Barthes' theory of Semiotic was denotation, connotation and myth. The general purpose of this paper was to discuss the deep meaning that is created by the creator of the advertisement. The design of the study used descriptive qualitative approach. The researcher uses descriptive qualitative approach to concern the description and interpretation of fast food restaurant advertisement through Semiotic theory. The case of study was based on the analysis of the 20 fast food restaurant advertisements. The researcher chose 5 fast food restaurants. It is caused those fast food restaurant are the most popular in this world and everyone absolutely knows them. They are Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and also Subway. In analyzing the data the researcher searched the data, collected the data, analyzed and classified the data, interpreted it then drew a conclusion. The research finding indicated that each fast food restaurants has verbal and non-verbal sign that consist in the advertisements. There are 48 verbal signs and 47 Non-Verbal sign. The result of this study in the conclusion that most of the restaurants used some sign in the advertisement to attract reader attention, inform the information, persuade the reader to buy the product indirectly and also uses certain color to give psychology effect to the readers. Most restaurants use certain color as the dominant color in their advertisement because the color is an important factor to build their brand popularity. Not only that, the perception of people about fast food restaurant always as consumerism, capitalism and obese behind that the restaurant only want to show that they are only a restaurant that sold many food products.

INTISARI

Sofiyah, AnandaNur. 2019. Semiotic Analysis on Fast Food Restaurant Advertisements. English Department.Faculty of Arts and Humanities. State Islamic University of SunanAmpel Surabaya.

The Advisor : Dr. Mohammad Kurjum, M. Ag

Key Terms : Semiotic, Advertisement, Fast Food Restaurant

Penelitian ini membahas tentang analisis Semiotika yang ada di dalam restoran cepat saji. Teori yang digunakan dalam penelitian ini adalah berdasarkan konsep Roland Barthes. Konsep utama dari Roland Barthes teori adalah konotatif dan juga mitos. Tujuan secara umum penelitian ini adalah denotative. untuk membahas makna yang lebih dalam dari iklan-iklan tersebut secara Desain penelitian ini adalah deskriptif-kualitative. mendalam. Peneliti menggunakan pendekatan deskriptif-kualitative untuk memfokuskan tentang deskripsi dan interpretasi terhadap iklan makan cepat saji dengan menggunakan teori Semiotika. Kasus dari penelitian ini adalah menganalisi 20 iklanrestoran cepat saji. Peneliti mengambil 4 restoran cepat saji. Ini dikarenakan 4 restoran cepat saji menjadi restoran yang paling terkenal di dunia, dengan ini para pembaca sudah sangat mengetahui tentang restoran makanan cepat saji tersebut.Restoranrestoran tersebut adalah Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, dan juga Subway. Dalam menganalisa data, peneliti mencari data, mengumpulkan data, menganalisis dan mengklasifikasikan data, menginterpretasi dan mengambil kesimpulan. Penemuan dari penelitian ini menunjukkan bahwa setiap restoran cepat saji memiliki 48 tanda Verbal dan 47 Non-verbal di dalam iklannya. Ada tanda Verbal dantanda Non-verbal. Hasil dari penlitian ini dalam kesimpulannya adalah banyak dari restoran tersebut menggunakan tanda untuk menarik perhatian pembaca, menginformasikan produk mereka, membujuk para pembaca untuk membeli produk mereka secara tidak langsung dan juga menggunakan warna tertentu untuk menimbulkan efek psikologi untuk para pembaca. Hampir seluruh restoran menggunkan warna tertentu sebagai warna yang dominan dalam iklan tersebut karena warna menjadi sesuatu faktor yang penting untuk membangun popularitas dari brand mereka. Bukan hanya itu, persepsi dari orang sekitar tentang restoran cepat saji selalu tentang konsumerisme, kapitalisme dan juga obesitas, sebenarnya para restoran cepat saji tersebut menunjukkan di iklan mereka bahwa mereka hanya restoran yang menjual berbagai produk makanan.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Humans need language in order to understand meanings and signs in communication that are given from other social beings. Moreover, the language is a system arbitrary vocal symbol used for human communication (Wardaugh, 1972:3). Everyone can express their opinion and also their knowledge on through language. Besides that, language makes a better understanding of their environment because they can communicate well. Communication can be divided into two ways. The first way is communication between two people or more without any media or it can be called as direct communication. Such as make conversation with some friends in college or in the cafe. The second way is communication using media to convey the ideas or messages to others or it can be called as indirect communication. It means the main tool indirect communication which is used by the participants is a mass media and this communication does not involve other people directly. Such as internet, magazine, television, radio etc.

Advertising is impersonal, it attracts to board group through mass media (Pasqua, 1990:185). We all know that advertisements are promoted by the media. Moreover, in this globalization, every day we easily find many advertisements in a magazine, newspaper, billboard, buses, internet, and on the radio,

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fliers, newsletter, or poster. Commonly, the advertisement is made by companies to promote their product. More good and interesting advertisement, it can more persuade consumers. The role of advertising in marketing a product is to build awareness of the existence of the products offered, to persuade customers to buy and use the product, and also to differentiate one company to the other company. Without advertisement, a company can not sell its product, while many consumers will not know the information about the product. In any mass media's advertisements, there are some advertisements commonly use in the culinary field. Especially in fast food restaurant advertisements.

Fast food restaurant almost always the first choice when traveling with family or friends. As the name implies, fast food restaurants offer fast service than other restaurants because the food is cooked beforehand so when there are customers who buy the food, it is just laid back.

There is a lot of fast food restaurant to be famous in the world. In this research, the researcher uses 4 of the most famous fast food restaurant advertisements. They are KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway.

Subway is a chain restaurant and international food franchise from the United States of America. Subway is the biggest fast food restaurant company according to the number of outlets spread throughout the world. This company also promotes its products by frequently appearing in Korean dramas. Moreover, nowadays everyone like watches Korean drama. Because of it, there are a lot of people who eat in this fast food restaurant and it makes this company more popular. In America, Subway has had 26.646 outlets and has 42.000 restaurants in 100 countries. The main menu in this restaurant is submarine sandwiches and also a salad.

The advertisement is showed by language, picture, sound, and color. A picture can indicate something. In other words, the pictures are made has its own meaning for the viewer. Advertisement use many signs to attracts the consumers. Not only that, to fulfill the desire of the consumers some of the creators make an interesting and creative advertisements the signs on the advertisements are made interesting and creative as possible to fill the desire of the reader or costumers. A text is can be called as a sign. Between a sign and the meaning of the text is discrete, if the sentence can be understood, it does not mean the meaning of the text can be understood. In other aspects, color plays a role to gives the sign. It can be a tool to influence the consumer to look, attention, read and remember the messages that are informed. In this millennial era, most of the people think that the purpose of an advertisement is only to promote the products, but actually behind advertisements that they make there are a lot of messages that want to be given by the creator of advertisement to the readers. The massage creates with many codes it has a purpose to the audience can understand it well.

Based on Ernst Cassirer, used symbol, a human can express feeling, look for knowledge and have the desire to create something (Wahono, 182: 2004). But in this case, sometimes not all people can understand well or catch the meaning of the advertisements which is made by the creator or it can say they have the difficulties to interpret the messages which are conveyed in the advertisement. It is caused the unclear message which is made by the creator of the advertisements. This study aim is to know about what the meaning of advertisement that was created by the factory to get consumers to understand the brand in a glance by using semiotic approach.

The purpose of codes that consist of the advertising for mass consumer is ordering us to interpret the containing message in sign from advertising. The interpretation of a sign is dependent on the context, its relationship to other signs and its environment, in other words, culture. Signs are important because they have more meaning than the obvious. In this millennial era, some people give a different meaning to the sign in the advertisement. Sometimes, sign does not signify the same thing to everyone, depending on the context, brands need to provide that context if they want to use the signs to create meaning with consumers. In interpreting signs around, it needs knowledge about how the way of sign could be interpreted as well as what is purposed. The way, in linguistics is called semiotics. It is knowledge to study of producing and interpreting data systematically. To analyze the advertisement in the semiotic approach, we can analyze a system of sign that consist of a symbol. The basic symbols of the sign consisting of the verbal and non-verbal symbol. Semiotic is important because it can help us not to take reality for granted as something having a purely objective existence which is independent of human interpretation. Besides that, semiotics can be a method for shaping and analyzing how communication works. As a result, the theory of semiotics is useful as a tool for researching or investigating misconceptions in intercultural communication. Therefore, the writer chooses this topic because semiotics is an interesting topic to be analyzed.

There are some writers who wrote in the same field. Research of sign and meaning in communication has been done by Ali (2017) with the title *A Semiotics Study of Verbal Expression Used in Wardah Cosmetics Advertisements*. By using semiotic analysis, he tries to find the signifier and also the signified of semiotics in Wardah cosmetics advertisement. He focuses on Wardah Cosmetic lightening Series. The result of his research indicated the signifier or the verbal expression which is said by the woman in the video and also he found the denotative and connotative meaning of semiotic in Wardah cosmetic lightening series that consist of 5 videos. The writer also found 13 sentences contains the denotative and connotative meaning of semiotic. However, previous research in this field has concentrated only in verbal expression. The non-verbal sign was not analyzed in this research. It means he did not analyze the expression of the actor and how the way the scene is taken.

The other study was carried out by Yasin (2011) who analyzed 7 advertisements of education in the campus magazine. Some of the universities that were analyzed by him are Trisakti University, Australia Student, Ukrida, UPH Advance Learning Experience, Canadian Education Fair 2009, PSB Academy and also Mercu Buana University. He used the theory of Charles Pierce. The concept of triadic is the theory that emphasizes the role of the subject in the transformation of language. The result of the study there is national and overseas universities that give advertisement for education in the campus magazine. Every university describes the visions, programs, and faculties that are given at those universities. They claim that their universities are the best, so they purpose to get success in the future.

The other research which are written by Prasetya (2014) that also analyzes the advertisement of junk food. In his research entitled Tindak Tutur Iklan Produk Makanan Cepat Saji di Televisi dan Implikasinya dalam Pembelajaran Bahasa Indonesia di Sekolah Menengah Pertama. In his research, he focused on speech acts of fast food advertising on television and its implementation towards Indonesian language learning in junior high school. Fast food producers used in this research were KFC and McDonald. The results of the research showed that speech acts of fast food advertising on television used direct and indirect literal speech acts which having some communicative functions such as to attract the consumers by giving offerings that involve feeling expression and related information. The results of this research revealed that the implementation of the Indonesia language in junk food advertisements can be used for learning in Junior High School as students learning resources in exposition text. The students are able to use fast food advertising as learning resources because comprehending speech acts in advertising make the students able to find out the main idea and arguments that support the main idea in composing exposition text. However, this research did not analyze the sign of the advertisement, he focused on speech acts that contain in the television advertisement

Based on the previous studies, the researcher found out that among them used semiotic theory only in cosmetic, campus magazine advertisements. However, previous researches in this field have been limited to data such as in Ali's research and theory used in it. Because of it, the result of the research is lacking information. In Indonesia, the research about semiotic which is focused on fast food advertisement is conducted rarely. Even though there is research that analyzed about KFC and McDonald advertisements but they focused only on speech acts which were contained in television advertisements.

Therefore, the researcher intends to conduct research used semiotic theory in fast food restaurant advertisements. The present research is conducted to fill the gap of the previous study. The researcher investigates verbal signs and also nonverbal signs that contain in the advertisements by using Roland Barthes theory.

The researcher used the theory of Roland Barthes. It focused on the denotative and connotative meaning of signs that contain in fast food restaurant advertisements. The first way the researcher will identify the symbol of verbal and also non-verbal which consist in the advertisement. After the researcher finds both of them, the second ways to understand the sign is identifying the denotative and connotative meaning. The researcher also analyzes the meaning that motivates the fast food restaurant advertisement.

The researcher took the data from KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway advertisement. The researcher collected the data from the internet by downloading KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway advertisements. The researcher took 5 advertisements in each fast food restaurants. The advertisements which are taken must full the criteria. First, both of advertisements have complete aspects to be analyzed. The aspects which have to available in the advertisements are: first, the advertisements must construct the form of the verbal sign (title, subtitle, and text or it can be the slogan of the product). Furthermore, they also constructed the form of Non-verbal (related to the picture and the logo of the brand) sign that can be analyzed. The advertisements must have both two aspects because of the researcher want to analyze both the verbal sign and non-verbal sign in the advertisements. Based on those cases, the researcher sees that signs which are contained in KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway advertisements have filled up these two aspects. This study deals with the written and visual sign that shows in KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway advertisements. So to elaborate and answer the statement problem the researcher used Roland Barthes' theory.

1.1 Problems of the Study

Based on the background of the study explained above, the writer is interested in analyzing the problem, which is formulated as follows:

1.1.1 What are verbal and non-verbal signs in fast food restaurant advertisements?

1.1.2 What is denotative meaning and connotative meaning of the sign in fast food restaurant advertisements?

1.1.3 How is the myth motivating those all fast food restaurants advertisement?

1.2 Objectives of the Study

1.2.1 To find out the form of verbal and non-verbal signs which consist in fast food restaurant advertisements.

1.2.2 To describe the denotative and connotative meaning of the sign in fast food restaurant advertisements.

1.2.3 To describe the myth that motivates those fast food restaurant advertisements

1.3 Significant of Study

It is hoped that this paper gives theoretical and practical significance. Theoretical significance e is contributing additional information to readers, especially the people who are interested in representing an advertisement used semiotic theory. The writer hopes this study can be useful for English Department student as a reference in analyzing advertisements.

This study practically is to enrich the understanding of semiotic on the fast food restaurants advertisements to the reader, especially in Roland Barthes' theory. Not only that, we also know denotative and connotative meaning on fast food restaurants advertisements. To study semiotic is very important not only to create good advertisements but it also can see that there is something behind text and picture of advertisements.

1.4 Scope and Limitation

Regarding the statement of the research problems, the scope of the study is also the researcher focuses on denotative and connotative meaning in fast food restaurant advertisements. Another scope of the study is the researcher focuses on the myth that motivates all of the fast food restaurants. The limitation in this research is the researcher only chooses in 5 fast food restaurant which is the most popular in the world. And the researcher limits the advertisements around 2016.

1.5 Definition of Key Term

Related to the title of this thesis, the writer will like to give some definitions to avoid misunderstanding of the readers when reading this thesis, thus the readers are expected to have some interpretation and perception in understanding this present study.

1. **Semiotic** is a study of signs in general. It covers all types of sign - visual, auditory, gestural, olfactory, and so on (Cruise, 2006: 2)

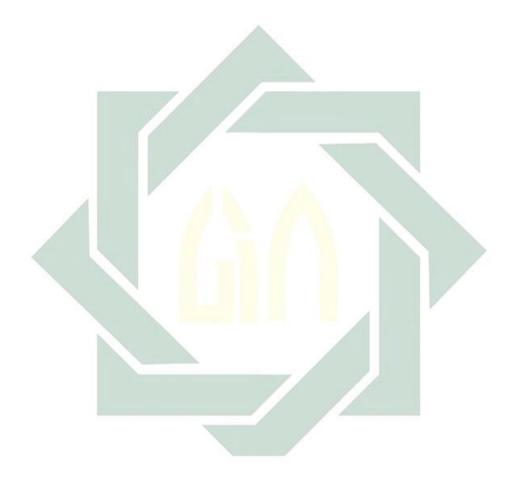
2. An advertisement is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertisement promote the sale of goods and persuading the people to buy the product (Bierley, 1995: 18)

3. **Fast Food** is a type of mass-produced food designed for commercial resale and with a strong priority placed on speed service (Jakle, 1999: 23)

4. **Myth** is an expression of a specific ideological vision of the world (Allen, 2003: 34)

5. **Denotative** is the meaning of words or pictures which refer to real world (Palmer, 2010: 14)

6. Connotative is the implicit meaning of word or pictures (Barker, 2001: 4)



CHAPTER II

REVIEW OF LITERATURE

2.1 Semiotics

Semiotic or semiology is terminology that refers to the same knowledge. The term of semiology is more widely used in Europe whereas the term of semiotic often used by an American scientist. The term which is from Greece word semeion which means 'sign' is a knowledge that learns about sign system such as language, code, signal etc (Cobley, 1999: 4)

Simply, semiotic is knowledge about signs. Semiotic learn about the system, rules, conventions that allows these signs to have a meaning. In the same understanding, it is mentioned that semiotic is knowledge about how the interpretation of sign. Or it can to say, scientific study of the meaning formation. In conclude, semiotic is a study which concerns with a symbolic world. The reason for it is all of the content of mass media is language basically, meanwhile language is a symbolic word.

Based on Ferdinand Saussure, he mentioned the definition of semiotic in his book Course de Linguistique Generale as "knowledge that studied about the sign" as part of social life. Whereas, according to Roland Barthes, semiotic is knowledge about form. This study assessed the signification that is separate from the content. Semiotic is not only analyze about signifier and signified, but also the relationship which binds both of them. Modern semiotic has 2 fundamental founders, the first one is Charles Sanders Pierce (1857-1914) and the other one is Ferdinand De Saussure (1857-1913). Both of the figures developed semiotics separately and both of them did not know each other. Saussure developed semiotics in Europe, whereas Charles in the United States. According to Zoest, the fact that they did not know each other, it caused there are important differences especially in the application of the concepts (Zoest, 1996: 1). Those differences are due to Pierce is an expert of philosophy and logic, while Saussure is a scientist about general linguistics.

The main duty of semiotics researcher is analyzing the surrounding phenomenon through any kind of "sign" which has seen. The representation of sign from the phenomenon which has a number of criteria such as role, function, goals, and also desires. The signs are in human life. Therefore, signs are really familiar and even attached to human life which abounded with meaning (meaningful action) such as actualized in language, religious, and history of arts (Budianto, 2001: 16).

Signs are everywhere. Words are signs, as well as gestures, traffic light, flag, etc. The structure of literature, structure of film, building and also the song of birds can be considered as a sign. (Faruk, 1999: 17). Based on Saussure, the meaning of the sign is influenced by another sign. Semiotics tries to uncover the essence of the sign system that goes beyond the rules and grammar and also organizes the meaning of complex texts, hidden, and depend on the culture. This point creates attention to additional meaning (connotation) and the meaning of appointment (denotative) and the impression that is caused and disclosed through the uses and combination of the sign. The implementation of it is done by acknowledging the existence of myths, which has been there that originates from the culture and delivered through communication.

Various social discourses create language as the model. According to semiotics view, if all of the social practice can be assumed as a language phenomenon, then all also can be seen as signs. Perhaps this case was caused by the extent of the meaning of the sign itself. One of Saussure's follower, Roland Barthes, makes a systematic model in analyzing the meaning of signs. The focus of his semiotics is more focused on the ideas about two orders of significations.

2.2 Semiotic Concept of Roland Barthes.

Differentiate denotative with connotative meaning is one of way was used by the experts to discuss the larger scope of meaning. Roland Barthes was born in 1915 in Cherbourg, a small city near Atlantic in the southwest of France. He was known as the structural thinker who diligently practiced the linguistics models and semiology of Saussure (Sobur, 63). Saussure interests in the complex way of sentence formation and how sentence forms determine a meaning. But he does not interest on the fact that the same sentence can deliver the different meaning on people that had a different situation. Roland Barthes continued that thought which was known as the term "order of signification" (Christony, 2004: 94)

Two orders of signification consist of first-order signification which it is denotation, and the second orders of signification which it is called connotation. The first order includes signifier and signified which in form of sign. This sign is called denotation meaning. Denotation is signification which explained the relation between sign and reference to the reality that produced explicit meaning, directly, and certainly. Whereas, the connotation is signification which explained the relation between signifier and signified that in it operated implicit and hidden meaning.

1. Signifier		2 Signified
3. Denotative s	ign	
4. Connotative	signifier	5. connotative signified
6. Connotative	sign	

Table 2.1 Sign Map of Roland Barthes

From the table of Barthes above seen that denotative sign (3) consists of the signifier (1) and signified (2). But, at the same time, the denotative sign is also connotative signifier (4). In other words, that point is a material element: if only you know sign "lion", connotation from that sign can be pride, ferocity, and brave. (Sobur, 69).

So, in the concept of Barthes, the connotative sign does not only have additional meaning but also contains two parts of denotative sign that underlies its existence. Actually, this is Barthes' contribution which means complete of Saussure semiology, which stops in signified and denotative order. Connotation and denotation are often explained in term of representation level. Briefly, denotation and connotation can be explained as follows:

a. Denotation is the interaction between signifier and signified in the sign, and between sign and referent (object) in external reality.

b. The Connotation is interaction which appears when sign converges with feeling or emotion of the reader and their cultural value. The meaning is subjective or intersubjective. A sign is more open in its interpretation of connotation than denotation.

2.2.1 Denotation, Connotation and Myth

For Barthes, denotation is explained as a word that has no meaning or additional feeling. Therefore it calls denotative meaning. The denotative meaning has some other term such as denotational meaning, conceptual meaning, or ideational meaning. Denotative meaning is the objective relationship between a word and the reality to which it refers.

In addition, according to Pateda (2001: 98), denotation means the meaning of word or group of words which depend on the word itself or depend on the certain convention. For example, most of people in the world agree that the things which accepted to sit down are called by chair. So, chair has only meaning as something which is used by people to sit down. From those explanations denotation can definite as the meaning of word which comes from the word itself. The researcher concludes that the denotative meaning of a word is its literal meaning. In the simple way, a denotative meaning is the real meaning of a word. The denotative meaning can be found in the dictionary.

Whereas, the connotation is a word that contains additional meaning, a certain feeling, or certain value alongside the general basic meaning. Connotation or connotative meaning is also called connotational, emotive meaning, or evaluative meaning. Connotative meaning uses words to add further complications to any theorizing about meaning, particularly their uses in metaphor.

According to Barker, connotative meaning is the communicative value an expression has by virtue of what it refers to over and above its purely conceptual content (2001:4). On the other hand, connotative is the implicit meaning of a word. Connotation is more complicated than denotation. It is caused besides the denotative meaning, a word sometimes has the emotional overtones or we call 'connotative' meaning.

Denotation and connotation cannot be seen separately or independently. A sign that we see definitely it is a denotation. Denotation meaning is what appears in the picture, in the other word, picture brings up denotation itself. Denotation itself will be connotation and for further connotation precisely be denotation when the connotation has been used generally and understand simultaneously as a rigid meaning.

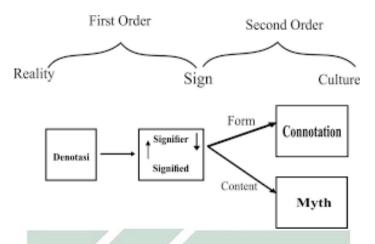


Figure 2.1 Second order Signification of Barthes

From the figure 2.1 above, according to Fiske explains: the a relation between *signifier* and *signified* in a sign of external reality is called first order signification. Barthes stated a real meaning of a sign is mentioned as denotation. The Connotation is a term which is used for indicating second order signification. This point showed the interaction that occurred when a sign converged with emotion or feeling from the readers and also cultural value. Connotation had the meaning which subjective or at least intersubjective. In other words, denotation is what was conceived of a sign against an object. (Fiske, 1990: 88)

In second-order signification that relates to contents, a sign works through myth. The myth is how culture explains or understands some aspect of reality or natural phenomena. Myths is a social product that has domination. In that figure, the arrow from signified is pointing to myth. Myth can be said as domination ideology a certain time. Denotation and connotation have a potency to be an ideology that can be categorized as third order signification (this term is not from Barthes), but Barthes said this concept as myth (Birowo, 2004: 58). According to Barthes, myth is not merely an object, concept or idea, but a way of meaning and message, a from, Everything can be myth when delivered through discourse (Barthes, 1964: 103). Myth a discourse is the principle of signification, a form, a communication system in the form of messages. Thus the myth is not possible in the form of a concrete object or concept or idea, on the contrary, the myth is signification that is a form. Considers that the myth is a kind of speech then everything can be a myth as long as conveyed through forms of discourse. Myth decrypted message is not limited by the goal but the way this message said.

Barthes further explains that everything in the world could be a myth. Everything in this world can be changed from a closed from in the silence switch an oral condition that is open to use by the public, either because there is no natural law that prohibits or does not talk about such things.

Myth incomprehension of Barthes is a meaning coding and social value as something that is considered scientific. According to Urban, myth is a unique main way to understands reality. (Sobur, 222). Such myth is specific certain cultures, and they are arguable, 'countryside' may connote something quite different to a confirmed citizen of a city. While the process of signification is universal, the meaning that is generated in the process will be culturally specific (Hartley, 2002: 14). Therefore, one of the goal semiotic analyzes is to provide analyzes method in order to handle of misreading in the sign which contain in the advertisements.

2.2.2 Barthes' Reading Photography

In handling the misreading of the photograph advertisements, Barthes differenced the signs into two categories. They are verbal parts and non-verbal signs (Cobley, 1999: 51). The verbal parts of course, the text of the advertisement. It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else which occurs in the text. Non-verbal signs are the sign that appearances are aimed to support the verbal part in order to be an interesting package of advertisement. It can be pictures, colors, animation etc. They are not only as a compliment but also they have deep meaning that can produce a message to the reader. According to Luzar, color gives the spontaneous effect to psychological of people who see the color. Color could become one of the main tools for communicating the message. There are some general colors, and each color has influenced human psychology. (Luzar, 2011: 1085).

1. Red

It is often used to catch attention where the eye looks for the first time. It is associated with fire, blood. The positive of red color is show revolution, hot, power and also enthusiasm. The effect on a product is a dominant color, action, and appetite. People surrounded by red find their heart beating a little faster and often report feeling a bit out of breath. The relationship in local culture is a symbol of happiness, masculine, luck and married.

2. Yellow

Yellow is associated with sunlight. The positivity is intellect, wisdom, optimism, light, happiness, and idealism. Whereas, the negative of this color is jealousy, coward, dishonesty, and alert. The effect to the product is this color is the most interesting, brighter than white, symbolizes speed and metabolism, and also light yellow can add a concentration. The relation in local culture is symbolized as prosperity, and it is used for spring celebrations, and also bravery.

3. Blue

Blue is associated as sea and sky. The positivity is knowledge, coolness, peace, masculine, loyalty, fairness, and intellectual. Whereas, the negative is depression and sluggishness. The effect of blue color in a product is rarely used because it is assumed can damage the appetite, but besides that blue color can cause the body to produce a sense of calm and peace, some people said that they more be productive in a blue room, and also blue color in uniform can symbolize loyalty and trust. The relation in local culture is almost all over the world assume blue color as masculine and the color of the corporate company.

4. Green

Green is associated with plants, nature, and environment. In general, green connotes health, freshness, environmental consciousness, and serenity. The positive side of it is fertility, money, growth, success, natural, harmony, honesty, and young. The negative side can be greedy, envious, and inexperienced. The effect in a product is eye-friendly color, soothing and calm, sometimes it is used by the hospital for giving comfort vibes to the patient, give the regular impression, provide healing. Whereas the local culture symbolized this color as heaven, fertility, and also is symbolized willpower.

5. Purple

Purple is the color luxurious, wise, imagination, miracle, inspiration. The effect on the product is feminism and also it can be romantic. This color stimulates the brain activity used in problem-solving. Using this color can lend an air of mystery, wisdom, and respect. Young girls are most likely to select nearly all shades of purple as their favorite.

6. Orange

Orange is the color of additional energy, creativity, social, stimulation, healthy and activity. Be careful in using this color because it can be assumed as the color of craziness and crowded. The effect in a product that can be showed by this color is appetite enhancer, an orange room can express happiness and friendship, and also increase alertness (therefore it often be used for worker uniform). Orange is associated with spring and orange. It has relation with learning and family in the local culture.

7. Black

Black is associated with intelligence. And also black is the color of authority and power, stability and strength. The effect in a product, this color can make people look slimmer. On psychological therapy, black color gives effect can increase the self-confident and power. It is somber color sometimes associated with evil.

8. White

White is the color of perfect, holy, and success. It is also associated with rays and purity. In a certain culture, this color gives symbol luck in marriage. In some eastern parts of the world, white is associated with mourning. White associated with creativity.

9. Gray

Gray is the color of intellect, classic, and balance. In some product, it is used for affecting the emotional strength, balance between black and white, and also as a supporting color. Too much gray leads to feeling mostly nothing, but a bit of gray will add that rock-solid feeling to your product. Some shades of gray are associated with old age, death, taxes, depression or a lost sense of direction.

2.3 Definition of Advertisement

According to Cook, he defined very generally about advertisement. He stated that advertisement is the promotion of goods or services for sale through impersonal media (2001:9). In other words, the advertisement can be meant as forms of activity in communication, attract attention and persuade partial or all society to take action and respond the idea, item, or service that is presented. We can find advertisements in a magazine, newspaper, billboard, buses, internet, on the radio and also newsletter of the poster.

Based on Arens in Junaedi, he states that advertisements as structure and composition of communication that is non-personal, generally it is paid form which is characterized by persuasiveness, contains about product (it can be goods, service or idea) by an identified sponsor through any kind of media (Junaedi, 2013: 109). Clearly, advertisements are persuasive messages for marketing communication or public communication about a product (goods, service or idea) which is delivered through media, and it is paid by the initiator and also it is intended to part or all society. Advertisements are also mass communication form, where the process occurs not through face to face as interpersonal communication.

From some definition about advertisement above, basically, advertisements are a tool of communication that is used by the communicator. In this point, the company or producer uses advertisement to convey the information about their goods or service to the public, especially to their customer through mass media. Other than that, all of the advertisements are made with the same purpose that is to give information and persuade the consumer to try or follow what is there in the advertisement, it can be in the form of activity of consuming the product or service which has been offered.

2.4 The Function of Advertising

Based on Rot Zoill through Rendra Widyatama, he states that the function of advertising divided into four functions (Widyatama, 2007: 147). Four functions will be described as follows: a. Advertisement functions to advances change a condition from a situation that previously could not make a decision could be made a decision. As the example is increasing demand, creating awareness and knowing about a product.

b. Advertisement functions to raise audiences according to the message advertised. This point includes attraction of emotion, convey information about the character of the product, and also persuade the consumer to buy the product.

c. Advertisement can strengthen a decision that has been made by the consumer.

d. Advertisement can increase and strengthen to a product that has been advertised.

2.5 Advertising Effects

According to Widyatama, there are a lot of advertisements that present in our daily lives. So, it is not impossible that advertisements a little more will give effect to the public. Many kinds of advertising effect that is gotten by the public. It is starting from the individual level, family till society. Some of these influences include:

a. Economic Effect

One of the real effects of advertisements is seen in the economic sector. In this aspect, the advertisement must be seen as an economic activity. In other words, when a company does advertising, it occurs a business transaction between sponsors and advertising media that advertisement will be shown or displayed.

b. Psychological Effect

Psychological effect that is arisen by advertisement is really different, it can be from cognitive and affective, both individually and mass. The psychological effect which occurs in the cognitive area had time to grow the attention of the public to something that is higher than a product that is not doing advertising. That phenomenon shows that attention and perception of the consumer more or less are influenced by advertisements.

c. Social Culture Effect

Psychological effect that is produced by advertisements gradually will crystalize and collectively will be generally public behavior. Public behavior that more general will establish the value system, lifestyle, and certain standard culture (it includes influence the moral standard, ethics, and aesthetic).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In this research, the researcher uses a descriptive-qualitative method. This research had a purpose to give an explanation that there was sign consist of a verbal and non-verbal sign, denotation and connotation in KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut, and also Subway advertisements. Descriptive method is the method which is used to find the elements, criterions, and the characteristics of the phenomenon (Suryana, 2010:16). This method was started with collecting, analyzing, and interpreting the data. A qualitative method was chosen because the researcher did an in-depth interpretation of the sign in fast food restaurant advertisements. Furthermore, the researcher wanted to give some critical analysis of fast food restaurant advertisements.

Research approach of this research is qualitative research. Bogdan and Taylor (in Moleong, 2007: 4) define that qualitative method as the procedure of the research which procedures descriptive data in the form of written texts or people spoken and the behavior which can be analyzed for. Arikunto (1998: 193) states that this qualitative research tries to explain the data using words or sentence which is separated into some categories to get a conclusion.

3.2 Instruments

The instrument of this research is human instruments Mukhtar (109: 2013) states that ourself is an instrument or tool of direct observation because all sense of researcher is essentially a tool of observation. It means the researcher is an instrument in this research. The writer involves collecting, describing, analyzing data and making the finding.

3.3 Data and Data Source

According to Mukhtar (99: 2013), data is the all of empirical information and documentative that obtained in the field as a construction science in scientifically and academically. Data is something related to what the researcher wants to find. Therefore in this research, the data is all the utterances (word, phrase, sentence, or expression) and also the picture which contain verbal and non-verbal sign in each fast food restaurant advertisements. In this study, the data collect from KFC, (Kentucky Fried Chicken), McDonald's, Pizza Hut and also Subway advertisements, and the advertisement downloaded the fast food restaurant advertisements from the official web of each fast food restaurant. The official websites are https://www.mcdonalds.com/, https://www.kfc.com/, https://www.pizzahut.com/, and https://www.subway.com/. The researcher choses 5 advertisements for each fast food restaurants to be analyzed. It is caused those advertisements have been fulfill the criteria to be analyzed. It means the number of advertisements examined by researcher amount to 20 advertisements. The qualification of advertisements are the data should have a slogan, interesting, and has signs in every part. The data should have a slogan, text, phrase, and clause to be verbal data and has the picture, color, or animation to be non-verbal data. The data which has qualified.

3.4 Data Collection

Creswell (2014) states that the data collection steps include setting the boundaries for the study, collecting information through unstructured or semistructured documents. The writer took KFC (Kentucky Fried Chicken), McDonald's, Pizza Hut and Subway advertisements from the official website of each restaurant because this advertisement considered many interesting parts to be analyzed.

Some steps to collect the data in this research can be seen below:

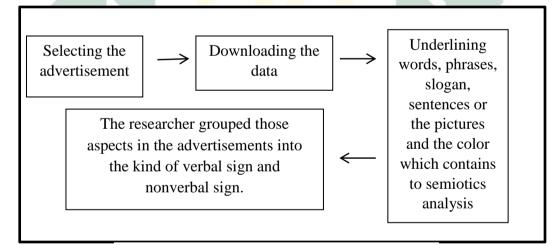


Figure 3.1. Steps of Collecting Data

- In selecting fast-food restaurant advertisements, the researcher had qualified that are: the data should have verbal and non-verbal aspect. Verbal and nonverbal should have a sign of analysis
- 2. The researcher accessed the official website of each fast food restaurant to collect the data by downloading it. The link of the fast food restaurants are

https://www.mcdonalds.com/,https://www.kfc.com/,

https://www.pizzahut.com/, and https://www.subway.com/.

- 3. After downloading is completed. The researcher underlines the text, word, sentence, phrases, the picture and the effect of the color that contained in 20 advertisements
- 4. After that, the researcher grouped those aspects in the advertisements into the kind of verbal sign and nonverbal sign.

3.5 Data Analysis

This study would focus on the aspect of a semiotic analysis by Roland Barthes. Here the method of analyzing data which was used by the researcher. To analyze the data, the researcher analyzed the pictorial aspect and linguistic aspect of the fast food restaurant advertisements.

This study would focus on the aspect of a semiotic analysis by Roland Barthes. Here the method of analyzing data which was used by the researcher. To analyze the data, the researcher analyzed the pictorial aspect and the linguistic aspect of fast food restaurant advertisements.

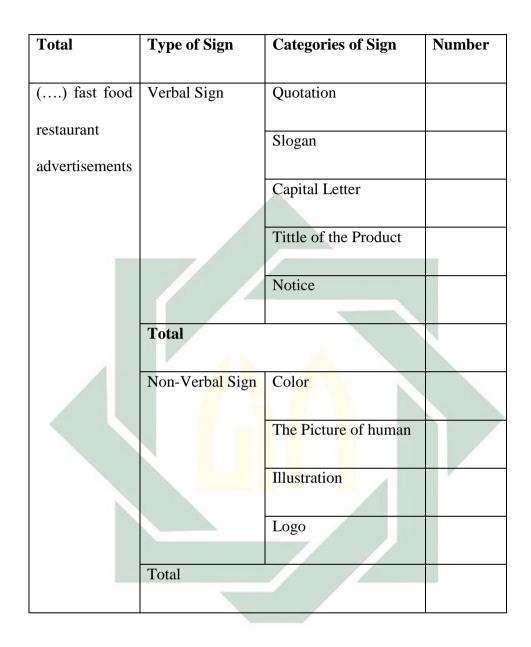
 The researcher identified the data into two types. First is verbal and second is non-verbal data. The researcher classifies the data which are underlined words, phrase or sentence, the slogan as the verbal sign. Whereas the picture of the color of the advertisement as the non-verbal sign. Besides that the researcher also provides the initial of the sign: for Verbal sign (V), and Nonverbal sign (NV)..



Verbal (V)	Non-Verbal (NV)
Man-sized Meals, Big on	A picture of a burger over which is spinkled
taste, Big on serving	with sesame and stuffed with crispy chicken
	flour.
MAN SIZED	The using of red color in the background of
Here it is! Man up. Eat big	the advertisement
Kfc Double Decker	

Table 3.1 Example of classifying the data of Verbal and Non-Verbal Sign

2. After the researcher identified the sign. The researcher classified the sign into their categories. The researcher made a table to show the classified the sign to make the reader understand easily. The table was shown bellow:



3. After the researcher found those signs, the second ways to understand deeply the sign is identifying the denotative and connotative meaning using Roland Barthes theory.

Denotative analysis was gotten from the picture or the text itself. The researcher gave the categories of the sign and described it. It was caused the denotative meaning came from the sign.

Example:



 Denotative analysis: The KFC logo is symbolized by a grandpa who wears the bow tie, apron, glasses, and white beard and with a happy smiling face. The background of the logo is using red color.

After the researcher described or analyzed the denotative of the sign then the researcher interpreted the meaning of each component in the advertisement. such as the meaning of red color, glasses, apron grandpa etc. The example can be seen bellow:

• Connotative analysis: The grand himself represent the founder of KFC-Colonel Saunders. Everything that he uses has a meaning itself. The meaning of his bow tie is representing professionalism. His apron is representing the food standard in the KFC is really good. His glasses and his white beard are representing experience and knowledge. A human who has extensive knowledge always uses glasses. His happy smile face is representing their customer service that their service in KFC always satisfying the consumers. The using of red color to increasing the appetite of the reader.

4. After finding the denotation and connotation meaning of each advertisement, the researcher analyzed the myth that motivated all of the fast food restaurants made some advertisement. The myth of the advertisement can be seen from the connotative analysis of the sign.

5. The last step was drawing the conclusion based on the result of the analysis.



CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher shows the analysis of the findings. The researcher focuses on the semiotic based on Roland Barthes' Semiotic theory that consists of fast food restaurant advertisements. The researcher presents the result of the study through some steps as mentioned in data analysis that involves the verbal and non-verbal that consist of fast food restaurants advertisements. All of them are discussed below:

4.1 FINDINGS

The researcher presents the findings of the data as the result of data analysis. The researcher finds the verbal and non-verbal sign in the advertisements. The verbal sign in the advertisements include the slogan, capital letter, tittle of the product and also the notice that are on the advertisement. Whereas the non-verbal signs are the using of color, pictures, the illustration and the logo of the brand in the advertisement. Through the verbal and non-verbal sign, we can know what the denotative and connotative meaning in the advertisements. The last is the myth that motivates the restaurant creates those advertisements.

4.1.1 Verbal and Non-Verbal sign.

In those advertisements there are two types of sign. There are verbal and non-verbal sign. For more details of the kind of both types are shown in table below:

Total	Type of Sign	Categories of Sign	Number
20 Fast Food Restaurant Advertisements	Verbal Sign	Quotation	1
		Slogan	20
		Capital Letter	10
	\mathbb{Z}	Name of the Product	8
		Notice	9
	Total		48
	Non-Verbal Sign	Color	20
		The Pi <mark>ctu</mark> re of human	2
		Illustration	5
		Logo	20
	Total		47

Table 4.1 Verbal and Non-Verbal Sign

From the table above, it can be seen that from those fast food restaurants are using the verbal and non-verbal sign in the advertisement. Verbal signs that are used in the advertisement include thequotation, slogan, capital letter, tittle of the product and also the notice. There are 48 verbal sign in those advertisements. The highest kind of the sign in the advertisement is the slogan. There are 20 slogans in 20 advertisements. It is caused each advertisement has its slogan. Whereas the lowest verbal sign is quotation.

Whereas there are 47 non-verbal signs in the advertisements. The most sign that is used by the creator of the advertisement is non-verbal sign. Non-verbal signs include the using of the color, picture of the product, the picture of actress and actor, illustration and also the logo of the brand. Moreover, the using of color in the advertisements is the highest number that is used by the creator of the advertisement. Whereas the lowest is the picture of human.

4.1.1.1 Verbal Sign

Verbal signs are the text or the sentence, phrases or the words in the advertisement. Based on the table 4.1, the verbal sign is grouped into 6 kinds. They are quotation, slogan, capital letter, tittle of the product and also the notice.

4.1.1.1.1 Quotation

There is only 1 quotation in the fast food restaurant advertisements. The advertisement that is used the quotation is KFC (Kentucky Fried Chicken). The sentence is showed that it is a quotation by the double quotation mark. Here the following example of quotation in the advertisement.

1. "I truly believe in this" – OBAMA

From the example it means that this sentence is said by the person named Obama.

4.1.1.1.2 Slogan

The second kind of verbal sign is slogan. Based on Cambridge Dictionary, slogan is a catchy phrase or series of words used to help consumers remember a company, brand or product. Company creates slogan to use in various marketing efforts in hopes that the phrases will stick people mind. The total of the slogan in the 20 fast food restaurant advertisements is 20. It means every advertisement has its slogan for their product. Here the following example of slogan in advertisement:

- 1. Everyone's talking about it \rightarrow KFC's advertisement
- 2. A sandwich for experts \rightarrow McDonald's advertisement
- 3. Yeah, we bottled it \rightarrow Pizza Hut's advertisement
- 4. Taste good. Feels $good \rightarrow Subway$'s advertisements

4.1.1.1.3 Capital Letter

Based on table 4.1, there are 10 capital letters in those advertisements. To attract more attention the reader the creator uses capital letter. There are some types of capital letters. First type is appeared in the middle of a sentence. The second type is capital letter that used for abbreviation. The third type is appeared in the full sentence. Based on the data, the dominant appearances are in the middle and in the full sentence. Here the following examples:

- 1. Taste the WORLD in Pizza Hut
- 2. ADVENTURE STARTS HERE

4.1.1.1.4 Name of the Product

Generally, every product has their own name that is given by the restaurants. But it does not rule out the possibility that the advertisements do not include the name of product because sometimes the creator only uses the unique effect in the advertisement. Based on table 4.1, there are 8 tittle of the product. It means there are 8 advertisements that is given the name of the product in the advertisement. Here the following example of the tittle of the product:

- 1. Zinger Sandwich
- 2. Maharaja Mac
- 3. Cheesy Bites

4.1.1.1.5 Notice

According to Cambridge Dictionary, notice is something written or printed that giving news or information. Based on the table 4.1, there are 9 notices in the advertisements. The notice occurs in the certain advertisement. The following example shows the notice that consists of:

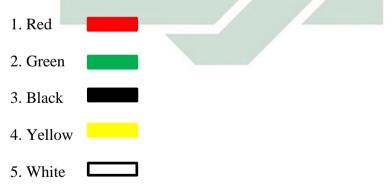
- 1. New
- 2. Limited time only
- 3. Halal
- 4. Low Fat

4.1.1.2 Non-Verbal Sign

Non-verbal sign is the shapes, color and the picture presented in the advertisement. Based on the table of 4.1, there are 59 non-verbal signs in the advertisement. Moreover, the number of non-verbal signs are almost same with the number of verbal signs. The non-verbal signs are grouped into 5 kinds. They are color, picture of the product, the picture of human, illustration and also the logo of the product.

4.1.1.2.1 Color

Color is the highest aspect that is used by the restaurant. Color can be the most important element in a business advertising. Consumers notice color before words. Color selection in the advertisement can influence consumer feelings about the products. Based on table 4.1, the number of using color in the advertisement is 20. There are certain color that is used each restaurant. The following example of color that is used in the advertisements:



4.1.1.2.2 Picture of Human

1.

There are 2 advertisements that is used the picture of human. It can be seen from table 4.1. The only restaurant is Subway. First human is Holly Bleasdale. And the second is Jared Fogle. The following example shows the picture of the human:



Figure 3 Subway's Advertisement

Figure 3 is an example of the advertisement includes the picture of the human. She is an athlete. She is smiling. So, the non-verbal sign is a picture of the Holy Bleasdale smiles.

2.



Figure 4 Subway's advertisement

Figure 4 is an example of using the picture of human. His name is Jared Fogle. He is smiling happily. So. The non-verbal sign in it is a picture of a man smiling happily.

4.1.1.2.3 Illustration

Based on Cambridge Dictionary, illustrations are graphic images that explain the information, proves something and also makes something easier to understand. Based on the table 4.1 there are 4 illustrations in those advertisements. Here the following example of illustration in advertisements:



Figure 5 is an example of using illustration in the advertisement. the illustration is the image of some heads under the product. So the non-verbal of the advertisement is there are a lot of people under catwalk look at the burger with exiting expression.

4.1.1.2.4 Logo

According Cambridge Dictionary, logo is a symbol or the other design displayed on a company's products, signs, etc. that expresses the company's character and purpose and making it easy to customers to recognize and remember the company. Based on table 4.1 there are 20 logos in 20 fast food restaurant advertisements. Logo is one of the kinds of non-verbal sign. Logo is created by each restaurant. There are 4 kind of fast food restaurant logo in this research. The following examples shows the logo of the brand in the advertisement.

1. Kentucky Fried Chicken (KFC)



Figure 5 The logo of KFC's Restaurant

From figure 5 it can be seen that the logo of the KFC advertisement.

2. McDonald's



Figure 6 The logo of McDonald's Restaurant

3. Pizza Hut



Figure 7 The Logo of Pizza Hut Restaurant

4. Subway



Figure 8 The Logo of Subway's Restaurant

So, the Logo of the bran is a Non-Verbal sign that in the fast food restaurants advertisements. It because of the logo uses the certain color and pictures.

4.1.2 Denotative and Connotative Analysis

According to Barthes theory, denotative meaning is come from the verbal and Non-verbal sign in the advertisement. Through the denotation it can appear the connotative meaning of the advertisements.

4.1.2.1 Quotation



Figure 9 KFC's Restaurant Advertisement

• Denotation

The advertisement shows the word of the testimony of the product in the KFC restaurant and this statement looks like President of America who said this statement. The statement is called quotation of the Obama. It can be seen from double quotation mark. The sentence is "I Truly Believe in This". Under the sentence there is the name of people "Obama".

Connotation

The quotation that in the advertisements connotes that in this restaurant consumers do not doubt about the quality of the product. Moreover, under that statement is written the name of President of America, Obama. The aims of it is to provide the sentence itself. It is used to state that Barack Obama has endorsed KFC because everyone knows that Obama is the number one person in United Stated. So, the using quotation of Obama in the advertisement is to attract the intention of the first impression of the consumers when they saw this advertisement.

4.1.2.2 Slogan

It has been explained by Cambridge Dictionary that slogan is a catchy phrase or series of words used to help consumers remember a company, brand or product. Company creates slogan to use in various marketing efforts in hopes that the phrases will stick people mind. So, each advertisement has its slogan.

Table 4.2 Denotation and Connotation analysis of the Slogan in Advertisements

No	Slogan / Denotation	Connotation analysis
	8.	
1	Adventures starts here	Readers look for into one to other outlet of KFC
1	Auventures starts here	Readers look for find one to other outlet of KFC
		to find the product.
2	Servin' up Soal	The meaning of the slogan this restaurant is
2	Servin up Soar	The meaning of the slogan this restaurant is
		appropriate for people that look for satisfied in
		the product also satisfied in service.
3	Legend Burger Meal	The advertisement wants to give the information
		to the consumers that their product of burger has
		been there for several years. And till now the
		burger still exists. It shows that the taste of the
		burger is timeless and all consumers adore it.
4	Today tastes so good	It connotes that everyone who eats this
		combination two flavors in one burger will have a

		, , , , , , , , , , , , , , , , , , ,
		good day because they have satisfied with the
		taste of it. Therefore, it can make their mood
		always good.
5	The Social Burger	It has a meaning that Maharaja Mac can be
		consumed by all of the people in this world. Even
		they are upper class or lower class.
6	Often imitated.	The slogan of the advertisement shows that Big
	Finally replicated	Mac is remade with some new variant of Big
		Mac. McDonald's has been innovating Big Mac
		product. Because of there is a lot of restaurants
-		that imitated or duplicated this product.
7	Your new barbecue	It connotes that everyone can enjoy barbeque
	craving	without having to bother to cook it by themselves.
		McDonald's has been served a sandwich with
		barbeque taste
8	A sandwich for	It means who is made this burger has a lot of
	experts	knowledge about good components that can be
		made to be a sandwich.
9	A meal disguised as a	From this sentence, the readers can know that Big
	sandwich	Mac is kind of burger but it is disguised as a
		sandwich.

10	You might have to	It wants to convey the impression to the readers
	share a bus seat. But	that when someone rides a bus, they must share
	you won't have to	the seat to other passengers. Moreover, there is a
	share you pizza.	rule that we often find when we are riding a bus.
		The rule is to prioritizing pregnant women, the
		elderly people, diffable. It will be different when
		eats pizza. The pizza will be entirely yours.
11	Taste The world at	The meaning of it is intended for everyone who
	Pizza Hut	cannot go abroad but they can still feel the
		culinary sensation of pizza from every country at
		Pizza Hut.
12	Slice of my heart, Be	It connotes that the slice of the others heart is the
	my Valentine	pizza itself. It conveys the message that the pizza
		more adorable than the human to be their
		valentine.
13	Yeah, we bottled it	It has meant that the aroma of pizza is packed into
		one bottle of perfume
14	See how a guy and a	It shows that it is the only history shows that a
	sandwich made	sandwich or junk food can make a guy who gets
	history	obese lost their weight.
15	Live fresh, Eat fresh	It connotes to everyone who wants their live

	fresh, they must eat healthy or fresh meal also.
Train hard, Eat fresh	The message that wants to convey to readers is
	when we have done a heavy exercise we must eat some healthy food in order to make our body
	keep fresh.
	keep nesn.
Testes and Fasts	It always to compare a management to mandement that the
l'astes good. Feels	It aims to convey a message to readers that the
good	taste of the sandwich is good or delicious. It
	makes the impression that everyone who eats the
	delightful sandwich will also feel good.
Doing our part to halp	It connectes that the main goals of Subway
Doing our part to help	It connotes that the main goals of Subway
the world eat fresh	restaurant are helping everyone in the world eat a
	healthy meal. Moreover, nowadays there are a lot
	of foods that are made from unhealthy and also
	non-fresh ingredients.
	Tastes good. Feels good Doing our part to help

Based on the table 4.2 the denotation analysis of the slogan in the advertisements is the phrase or it can be the sentence. The slogan number 1 till number 4 it can be seen in KFC fast food restaurant, slogan number 5 till 9 can be seen in the McDonald's restaurant, the slogan number 10 till 13 can be seen in Pizza Hut restaurant, whereas the slogan number 14 till 18 can be seen in Subway restaurant. Whereas, behind the phrases and the sentences there is real meaning of

the slogan. The behind meaning of the phrases or the sentence is called connotative meaning. According the connotation analysis based on the table 4.2 it can be concluded that the aims of the slogan in the advertisements is to convey the message of the product, make the perception of about the product that want to indelibly etched into the main of the consumers such as trust, innovating, and also the quality.

4.1.2.3 Capital Letter

• Denotation

There are some advertisement that used the capital letter in it. Here the following examples:



Figure 10 KFC advertisement

Figure 11 Pizza Hut advertisement



Figure 12 Subway advertisement

It can be seen from figure 10 till figure 12 are the examples of using capital letter in advertisement. From the figure 10 the capital letter of the advertisement is used in "CRUNCHY AND SPICY" sentence. The capital letter in the KFC advertisement is appeared in the full sentence. In figure 12 the capital letter only in the word "WORLD". This capital letter is appeared in the middle of a sentence. Whereas in the figure 3, the capital letter is appeared in the full sentence. The sentence is "DOING OUR PART TO HELP THE WORLD EAT FRESH". The sentences that used capital letter in the advertisement is the denotative meaning itself. The reader only sees that those sentences only use capital letter.

• Connotation

From figure 10 on the capital letter appears in full sentence of CRUNCHY AND SPICY. The behind meaning of the sentence uses capital letter is to make more emphasize the message that this sandwich is appropriated to everyone who likes spicy. Besides having a spicy flavor, this sandwich uses chicken meat which has been cooked to be very crunchy. The next figure 11 is Pizza Hut advertisement. The capital letter only appears in the middle of the sentence. The capital letter in the word WORLD shows that the advertisement wants to emphasize the message about their delightful product for everyone who cannot go abroad but they can still feel the culinary sensation of pizza from every country at Pizza Hut. In the figure 12 the capital letter appeared in full sentence of DOING OUR PART TO HELP THE WORLD EAT FRESH!. It aims to stress the message of the advertisement. It connotes that the main goals of Subway restaurant are helping everyone in the world eat a healthy meal. Moreover, nowadays there are a lot of foods that are made from unhealthy and also non-fresh ingredients.

So, from the connotative analysis the using of capital letter in the advertising is to emphasizing the message that want to convey to reader of the advertisement. Not only that the using of capital letter to attract the eye. Therefore, it is acceptable to use them in advertisements and signs as required.

4.1.2.4 Name of the Product

• Denotation

The tittle of the product is very important. Every product of the restaurant has its own name. There are a various name is used by the fast food restaurant. Advertising agencies focus specifically on the unique qualities of the name products

No	Name of the product
1	Chewy cheese
2	Daddy Burger
3	Zinger Sandwich
4	Mac Jr Big Mac Grand Mac
5	Mc Rib

Table 4.3 the Name of the Product

6	A sandwich for Expert
7	Maharaja Mac
8	Cheesy Bites
9	Chicken Ticka pizza, A cheesy pizza,

The name of the product can be the denotative meaning of the advertisement. Denotation is what appears in the picture. The name of the slogan appears in the advertisement so the name of the product brings up the denotation itself.

• Connotation

The name of the product shows in the advertisement connote to the reader that the company makes the each unique names based on the food that is sold. The aims of the names of the product makes easier to the reader if they want to search the information of the product that is showed in the advertisement. Not only that, it makes the readers are also easier to order or buy the product in the outlet because they have known the name of the product that they want to buy. So, the function of the name of product is giving information about the name of the product that the restaurant sold.

4.1.2.5 Notice

• Denotation

According to Cambridge Dictionary, notice is something written or printed that giving news or information. In the advertisement the notice is shown by the word:

- 1. New
- 2. Limited Time Only
- 3. Halal
- 4. Low fat.

The notice of the word "new" can be found in the KFC restaurant advertisement, McDonald's restaurant advertisement. Next is the word "Limited Time only" can be seen in the KFC restaurant advertisement and also McDonald's restaurant advertisement. Whereas the notice of "Halal" logo can be seen in the KFC restaurant advertisement. The notice of word "Low Fat" can be seen in the Subway restaurant advertisement. So, the notice that certain in the advertisement is only in KFC restaurant advertisement, Subway restaurant advertisement and also McDonald's restaurant advertisement. Whereas, there is not the notice that include in the Pizza Hut restaurant advertisements.

• Connotation

The connotation of notice "new" is showing the restaurant that has the new product or the new variant. This notice can be inform or introduces their new product to the reader. The word "Limited time only" connotes that the product of restaurant can be served only at a certain time in the outlet. Everyone who wants to eat this menu must know how to time this menu is served. If there are people who want to eat this menu but it is too late, they can find other outlets that serve this menu at a certain time. Next is the word "Halal" in the advertisement is to inform that it can be eaten by all of Muslim. It can also show that there is no material that is prohibited to consume by Muslim like pork and liquor. The last is "Low Fat". This clause connotes that the product is low in calories. It is a blend of the right combination product.

So the using the notice in the advertisementis to adding the message about their product or to inform to the reader about certain information.

4.1.2.6 Color

Using of color in the advertisement is important. It can make the psychology effect that is created by selection of the color. There are some certain colors that is used by 4 fast food restaurants advertisement. They are Red, Green, Black, Yellow and also white.

4.1.2.6.1 Red

• Denotation

The most use of colors in the advertisement is red. There are nineteen advertisements that use the dominant red color.



Figure 13 shows that the using of red color found on the background of the advertisement. Not only that the using of red color also found in the word of "Zinger Sandwich". In the figure 14 the using of red color found in the word "New" and also the word "Limited Time Only". It also used by the figure 15. The using of red color in the sentence "Take on the Daddy Burger" and also as the background color of the slogan in the advertisement. Whereas, the red is the dominant color in the figure 16. The whole background of the advertisement uses red color. The using of red color in figure 17 only in the shape of the heart that contains in the advertisement.

• Connotative

The using red color of the phrases in the figure 13 is associated as fire and it shows hot. Whereas the using red as the background of the advertisement in background of figure 13 and figure 16 aims to give the reader psychological effect which feels the increase appetite. It is according to theory of color that has stated by Luzar that the effect of red color on product is making appetite of the readers.

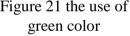
In other words, the using of red as the main dominant color in the advertisement to persuade the readers to buy the product indirectly. Not only that the using of red in figure 15 has a meaning that the creator of the advertisement want to eye catching and also to attract the attention to the reader that the product of the restaurant is named "Daddy Burger". However, the using of red in the shape of heart in figure 17 has different meaning. Love is associated with red. Therefore, to shows the product is adorable the creator of the advertisement uses the red color and also heart shapes.

In conclude the using of red color in the advertisement is giving psychology effect to the reader to buy the product indirectly because red color can increase the appetite the reader who reads the advertisement. Not only that, the using of red color to attracts the attention of the reader and to aye catching the massage that want to convey to reader. The last is to shows that the product is adorable to all people. because love is associated with red color also.

4.1.2.6.2 Green



Denotative



It can be seen from figure 18 till figure 21 the main color that is used by the advertisement is green. Those advertisements are made by Subway restaurant. Green color be the background of the advertisement. Not only that, the using of green color also contain in the figure 18. The sentence of "Live fresh, Eat Fresh" is using green color.

Connotation

Green is associated with plants and nature. Green connotes health and freshness. From those figures, it can be seen the only fast food restaurant that is using green as the main color is Subway fast food restaurant. It is caused the main purpose of the Subway restaurants is showing that their product always be fresh and it is made from healthy component or ingredients. Because of nowadays some people think that fast food restaurant is made from unhealthy and non-fresh ingredients. Therefore, the Subway restaurant uses the green color to broke that opinion. So. The use of green in Subway restaurant wants to break people opinion and also be the identify their product

4.1.2.6.3 Black

• Denotative



Figure 22 the use of black color



Figure 24 the use of black color



Figure 23 the use of black color



Figure 25 the use of black color

From the figure 22 till the figure 25 can be seen that black always be the background of the advertisement. The restaurant that is used the black as the main color is McDonald's restaurant.

• Connotation

The black color connotes strength, power and intelligence. Black is elegant. The figure 22 connotes that the product has strength quality even the product is a social burger. It means everyone can eat the delicious product with low prices. The figure 23 the black connotes that the product has a power. It is caused that there are a lot of restaurant duplicates the burger. With showing the advertisement in black color, the restaurant underline that there is no product which can rival the power of the burger quality. In figure 25, black color connotes shows how elegant the product itself. Whereas, in the figure 24 the black color be the background of the advertisements has aimed that the burger is made by good knowledge. The using black color in the figure 24 connotes the intelligence of the product. So, the using black color is to convey the message that the product is strength, has a power and also the product is made by someone who has intelligence about the good component of the product.

4.1.2.6.4 Yellow

• Denotation



Figure 26 the use of yellow color

The background of Subway advertisement uses the yellow color. It is combined with green color. However, the main color that is seen dominant is yellow color.

• Connotation

The yellow color in Subway advertisement is connotes happiness. It means when everyone sees the advertisements they will feels the happiness. Moreover when the consumers feel the taste of the sandwich they will feel happy because of the delicious taste of the product. The aims of the advertisement uses yellow color is to convey the message that the product is delicious and make them feel happy after taste it.

4.1.2.6.5 White

• Denotation



Figure 27 the use of white color

Figure 27 is the using of white color in the advertisement. The only restaurant that is used white color as the background of the advertisement is KFC restaurant.

• Connotation

The using of white color in the KFC restaurant connotes that the advertisement want to convey messages to all reader that the product is a perfect food for consumption by everyone. It has perfect combination between the burger, the beverages and also the chips. Everyone who eat the product of the KFC restaurant especially which is shown in the advertisement will feel satisfied because of the collaboration of the menu. It is caused the meaning of white color is perfect.

So, according to a survey that has been conducted by Small Business Trends, at least there are 93 respondents that are interesting to buy a product because of its appearance. As many as 84.7 percents of consumers buy certain products because of its color, whether the color of the product packaging or the color selection in the advertisements of a product.

4.1.2.7 The Picture of Human

Denotation



Figure 28 the picture of human in advertisement



Figure 29 the picture of human in advertisement

Figure 28 there is the image of a man. His name is Jared Fogle. He is smiling happily.Whereas in figure 29 the advertisement shows the image of

woman. She is Holly Bleasdale. She is an athlete. The picture of Holy Bleasdale is shown with smiling happily. The advertisement that includes the picture of human only in Subway fast food restaurant advertisement.

• Connotation

Figure 28 begins with the picture of Jared Fogle. Jared had become obese because he lacks exercise and always eating junk food. Jared changed his eating habits. He starts eating a small portion free of high-calorie herbs such as mayonnaise at Subway. Because he is running this diet program, he lost over 91kg. The expression of Jared's smile has meant that he is happily found this sandwich to help his diet. The creator uses the image of Jared Fogle to prove to the readers that foods are served by Subway are low-calorie. Everyone does not afraid to be obese because eat the product of Subway. Therefore, Jared Fogle is an ambassador product of Subway.

While figure 29 the picture of Holly Bleasdale contains in the advertisement. It aims to be to the reader that the product of the restaurant is supported by a famous athlete. The expression of Holly smiles is shows that she is happy because can eat this product.

In concludes, containing the picture of the famous human in the advertisement aims to provide the product is trust and also do not give the bad impact to everyone who eat the product. Not only that, it aims to attract the consumer trust to their quality of product and also their restaurants.

4.1.2.8 Illustration

• Denotation



Figure 30 the illustration that is used is the picture of stack some books. This advertisement is created by McDonald's restaurant. The illustration in the figure 31 is put in the bottom of the left corner. The illustration is the picture of a man brings oversized pants. Whereas is the illustration in figure 32 is some element of fire beside the image of the burger. The last is the illustration in figure 33 there are a lot of people show their exiting expression to the burger.

Connotation

The illustration in the figure 30 is each book represents the material of the sandwich. It is Breads & Co, The Encyclopedia of Salad, Tomato, The Special Book of Cheese, Meat. New Edition, The Very Best of Bread. It connotes that the "M" burger has a quality in its product because it is made of selected material.

Book also represents knowledge. It means who is made this burger has a lot of knowledge about good components that can be made to be a sandwich.

The illustration in the figure 31 connotes that the product in Subway restaurant do not make the consumers get the obese. It is evidenced by how the way Jared Fogle is free from obesity. The oversized pants connotes that before Jared Fogle does diet and after he does the diet through the product of Subway he is more slim and the pants was oversized.

The illustration in figure 32 connotes that this sandwich is really spicy and can make who everyone eat this sandwich feels so hot like burning in the fire. Moreover, illustration in figure 33 is some pictures of many people under the catwalk who were looked at the burger with exiting expression and also the image of such a light on both sides of the burger connotes that the burger looks as if the burger is a bright star and also everyone adore with the burger like an idol.

In conclusion, illustration shares a common goal to persuade the viewer. Besides that, the using in the advertisement that to clarify text, direct the viewer's eye, and create an intentional, lasting impression.

4.1.2.9 Logo of the Brand

Logo is a graphic representation or symbol of a company name, trademark, abbreviation and also it often uniquely designed for ready recognition. Every marketing firm needs a robust brand identity. Therefore, every restaurant has their own logo.

4.1.2.9.1 Kentucky Fried Chicken (KFC)

• Denotation



Figure 34 the logo of KFC restaurant

The KFC logo is symbolized by a grandpa who wears the bow tie, apron, glasses, and white beard and with a happy smiling face. The background of the logo is using red color.

• Connotation

The grand himself represent the founder of KFC-Colonel Saunders. Everything that he uses has a meaning itself. The meaning of his bow tie is representing professionalism. His apron is representing the food standard in the KFC is really good. His glasses and his white beard are representing experience and knowledge. A human who has extensive knowledge always uses glasses. His happy smile face is representing their customer service that their service in KFC always satisfying the consumers. The using of red color to increasing the readers' appetite.

4.1.2.9.2 McDonald's

• Denotation



Figure 35 the logo of KFC restaurant

The logo is designed by the two golden arches. When viewed from an angel it is symbolized with the letter "M". The letter "M" uses the yellow color. For the background of the logo, the McDonald's company uses red as the main color. There is the word "McDonald's" in the central of the logo.

• Connotative

The two golden arches in the logo of McDonald's are representing the name of the restaurant itself. The name of McDonald's restaurant represents the founder of McDonald's. The founder is Richard McDonald and Patrick McDonald. The golden color represents the famous arches of its first franchised restaurant, while the red color represents the food industry of this company. The synergy of both of these colors creates the great brand identity of McDonald's.

4.1.2.9.3 Pizza Hut

• Denotative



Figure 35 the logo of Pizza Hut Restaurant

The figure 35 shows three logos of the Pizza Hut restaurant. The first logo consists of the picture of the roof on the name of the brand. The roof uses red color while the name of the restaurant uses black color. The second logo consists of red, black and yellow color. Whereas the last logo only consists of red and white color. It has different shape from the other logos, the last logo has circle shape and the central of it there is the name of the restaurant.

• Connotation

The red roof that shows in the logo of Pizza Hut is made by Richard D. Burke. He is an architecture. He build the mansard roof of the Pizza Hut store, then the Carney brothers were inspired by the shapes of the roof they put the roof elements into the Pizza Hut logo that continues to exist till now. The use of red in The pizza Hut logo symbolizes the appetite and passion, while the yellow color illustrates the richness of taste and happiness. The circle shape of the last logo was inspired from the tomato sauce moves in a spiraling pattern when applied on the stretched pizza dough.

4.1.2.9.4 Subway

• Denotation

B<mark>IL</mark>

Figure 36 the logo of Subway Restaurant

The figure 36 shows that the logo of Subway consist only white and yellow color. Not only that, green color is used the color of shape outline in the word "Subway". The subway logo, which is the word of "Subway" with arrows pointing out the first and last letters.

• Connotation

The green color in the advertisement represents nature and symbolized of freshness. It means Subway used green so that their costumers know that the food is always fresh. While the yellow color is symbolized joy, happiness and energy. Subway used yellow so that their customers feel happy and joy full when eating the salad and the sandwich there. White color is symbolized clean and success. Subway used white so that the feel like Subway is clean and success. The arrow in the logo of Subway has a meaning that everyone can get their food fast.

In conclusion, the logo of those fast food restaurants is representation of a brand can reinforce and communicate a brand's core principles and the values of the restaurants. It is caused logo play a critical role in serving a connection point between the company and its customers.

4.1.3 Myth that motivated the restaurants to create the advertisement

Myth refers to the collective, unconscious meaning created as the result of a semiotic process. In other words, a myth is a chain of semiotic events which when experienced or seen by members of society creates a subconscious ideology. The myth which is motivated of all the fast food restaurants advertisement is to give the perception that fast foods are also good. According HoriaTouseef- A Pakistan's eco internship program at World Wide Fund for Nature states that nowadays, most of society thinks that fast food is always about obesity, consumerism, and also capitalism which society members will not register on a conscious level whereas the literal meaning is that they are only a restaurant.

4.1.3.1 Obesity

Some people think that fast food contains high calories but low nutritional value. It usually contains high amount of sugar, fat and less minerals, vitamins or nutrients which are essential for good health. It can also refer to high protein food like meat or beef prepared with saturated fat. Unhealthy calories are taken through fast food, it leads to weight gain and ultimately obesity. Concern about the negative health effects resulting from a fast food heavy diet, especially obesity, have resulted in public health awareness campaigns, and also restrictions on advertising and sale in several countries.

This opinion about the obesity is caused by fast food makes the restaurants shows the quality of the product through the advertisement. From the connotative analysis in the fast food restaurant advertisement, the product which is sold in the restaurant is made by health, fresh, low fat and also good ingredients. This is proven by a man can be free from the obesity through does the diet by eating fast food. Not only that, the restaurants want to broke the opinion through shows that the component of fast food also from the best ingredients which has been chosen by an expert who has the knowledge in choosing the component of the product. Fast food restaurant also serves any kind of size that can be bought by the consumers who do not want to eat large position of the product.

4.1.3.2 Consumerism

Second opinion about fast food is about consumerism. Consumerism is a social and economic order that encourages the acquisition of goods and services in ever-increasing amounts. Indonesian people, both in urban and rural areas, including consumptive people, it must be admitted. Moreover in this millennial era the prestige plays a very big role in terms of consumerism. Some people thing eats in fast food restaurants is consumerism. It caused by the ideology of people who eats in fast food restaurant be a millennial person and also to cover up their prestige. This opinion is broken by the fast food restaurant through their advertisement. The restaurant always makesnew product, various kinds of food and innovating food. Therefore, there are lot of people who wants to eat in the fast food restaurant to taste the food.

4.1.3.3 Capitalism

The last myth that motivating the fast food restaurants makes the advertisement is capitalism. The ideology of people nowadays is when someone eats fast food in the restaurants they will be capitalism. As we known, some fast food restaurant is come from another country except Indonesia. Most of those restaurants are from United States of America. Many peoples are more choose to eat in fast food restaurant than the local restaurant. It influences the ideology of capitalism. Through this ideology the advertisements shows that they are only a restaurant who everyone can eat there. They only sell their product. It is provided by there are lots of fast food restaurant which has been bought by the firm in Indonesia.

In conclude, the motivating that the fast food restaurant creates the advertisement wants to broke the ideology of millennial era. The advertisement shows the quality, always serves the new and innovating product through the advertisement. It aims to convey the message to the reader that their restaurant is not bad as their thought.

4.2 Discussion

After findings of the research are explained, this subchapter discusses the result. In this point, the writer provides three subcategories of the discussion based on the findings. First, it deals with what verbal sign and non-verbal sign that in the advertisement is. Second, it discusses the denotative and connotative meaning in the advertisement the advertisement. And the last is the myth that motivates the restaurants make the advertisement. In this research, the researcher analyses 20 advertisements from 4 the most popular fast food restaurant in this world. They are Kentucky Fried Chicken (KFC) Restaurant, McDonald's Restaurant, Pizza Hut Restaurant, and also Subway Restaurant.

The researcher finds 2 signs all of 20 advertisements. They are verbal and nonverbal signs. The verbal signs are determined into the quotation, slogan, capital letter, tittle of the product, and also the notice. The number of the quotation is 1, 20 slogan, 10 capital letters, 8 tittles of the product, and also 9 notices. Meanwhile, non-verbal signs are the pictures, logo, the color, and also the illustration that consists in the advertisement. The number of using color is 20 advertisements, there are 2 advertisements that is used the picture of influence people, 4 illustration and 20 logos. In conclude, the researcher finds there are 48 verbal signs and non-verbal are 47 signs.

This study is analyzed by using the semiotic theory of Roland Barthes. Fast food restaurant advertisements are so interested to discuss because it contains the denotation and connotation meaning that has been arisen from the sign itself. The researcher explains about the denotative sign level has a relationship between signifier and signified which has an explicit meaning. Denotation analysis is what appears in the picture. From the connotative analysis the reader know there are many goals of the sign that is created by the restaurants. It can be seen from using the quotation aims to attract the intention of the first impression of the consumers when they saw this advertisement. Every advertisement has its own slogan. It is shows from the data that there are 20 slogans in 20 advertisements. Even though the meaning of the slogans is different but they have the same goals. The goals of slogan in the advertisement is convey the message of the product, make the perception of about the product that want to indelibly etched into the main of the consumers such as trust, innovating, and also the quality. The creator of the advertisement makes the advertisements are more eyecatching uses capital letter. Therefore, the meaning of using capital letter in the advertisement is to emphasizing the message that want to convey to reader of the advertisement. Besides that tittle of the product is also be the crucial thing. It is caused by giving the name of the product it can giving the information to the reader what the product called that the restaurants sold. It makes the reader easier to order when they have been in the outlet. Some restaurants use the notice in the advertisement. The notices are such as the word: new, limited time only, halal etc. through the connotative analysis the restaurants use certain notice to add the message about their product or to inform to the reader about certain information.

Simply, almost of the restaurants use the sign in the advertisement to attract reader attention, inform the information, persuade the reader to buy the product indirectly and also uses certain color to give psychology effect to the readers. Most restaurants use certain color as the dominant color in their advertisement because the color is an important factor to build their brand popularity.

According to a survey that has been conducted by Small Business Trends, at least there are 93 respondents that are interesting to buy a product because of its appearance. As many as 84.7 percents of consumers buy certain products because of its color, whether the color of the product packaging or the color selection in the advertisements of a product. Besides that, illustration also include in certain advertisements. Both advertising and illustration share a common goal: to persuade the viewer. Advertising is communication designed to convey a commercial, ideological message. The illustration aims in the advertisement enhances the message of the text it companies, and persuades the viewer to read the text.

Whereas, the researcher finds the myth that motivates those fast food restaurant advertisements because most of the people are associated with fast food as consumerism, obesity, and also capitalism. But the literal meaning is they are only a restaurant. The advertisement is used to break the bad ideology of the myth that is created by citizens.

From the result above, it is important to know the deep meaning of some signs. By knowing the meaning, we can know what the actual information, explanation behind the sign. It is, especially in the advertisement. The researcher finds many phrases, sentences, slogan, picture and the aspect color in all of the advertisement. Because of the researcher analyses 20 advertisements in the most popular fast food restaurant.

This present research shows that there is a lot of meaning that is created by the creator of advertisement to the consumers through the product advertisement. By reading this research including the finding and the discussion, the researcher hopes the research can contribute additional information to the readers, especially to everyone who is interested in representing an advertisement used Semiotic theory. This present research is also useful for English Department student as the reference in analyzing advertisement.

CHAPTER V

CONCLUSION AND SUGGESTION

After analyzing and interpreting the data, the researcher presents the conclusion and suggestion in this chapter. The researcher concludes the point of the whole of this study. The researcher also gives the suggestion for the next researchers who are interesting to the topic.

5.1 Conclusion

After analyzing the data, the researcher makes a conclusion based on the finding. The first question about what the verbal and non-verbal signs in the advertisement.Kentucky Fried Chicken (KFC), McDonald's, Pizza Hut, and Subway are the most popular fast food restaurant in the world. Those fast food restaurant advertisements consist of two sign. They are the verbal and non-verbal sign. The verbal sign which can be analyzed in the advertisement is the text, phrase, slogan, or the sentence. Meanwhile, the non-verbal sign is the picture, illustration, the using of color and also the picture of famous people. The presence of verbal and non-verbal is to reinforce the advertisements' message. There are 48 verbal signs and 47 Non-verbal sign in the advertisement.

The second question is about the denotation and connotation meaning in the advertisement. These signs have their connotation and denotation meaning. The denotation meaning comes from the signifier and signified of the message and the connotation meaning comes from denotation as the signifier and the signified. From the connotative analysis the researcher concludes that all of those fast food restaurants use their own slogan, color and also their unique advertisements to attract the attention of the reader, persuade the reader to buy their product indirectly, consist of the information of the product and also give some psychology effect that is symbolized their company to the readers.

The third question is the myths that the researcher gets from those twenty advertisements relate to the opinion about fast food restaurant advertisement. When citizens find the sign in the fast food restaurant, they think that it will be consumerism, obesity, and also capitalism. Because of it, they will not eat in a fast food restaurant. Meanwhile, the advertisement only shows that they are only a restaurant. Therefore, the restaurants make the advertisement want to break the ideology of the citizens.

5.2 Suggestion

The researcher suggests looking for the wider reference to other researchers who are using Semiotic to analyze something. Because of analyzing Semiotic is always be interesting. The other researcher can learn more to other experts of semiotic in the world who delivered their thought to develop people's knowledge. Besides that, the researcher suggests to everyone who is interested in analyzing the same research particularly concerning about more semiotic theory and more literary work in order to get wider knowledge and get deep analysis about it. Finally, the researcher hopes that this present research can be useful to everyone who wants to conduct research in Semiotic theory.



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