

SEMIOTIC ANALYSIS ON FAST FOOD RESTAURANT

ADVERTISEMENTS

THESIS

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

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DECLARATION

The undersigned,

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Declares that the thesis under the title *Semiotic Analysis on Fast Food Restaurant Advertisements* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor Degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

Surabaya,

The Writer, March 8th 2019

A green and yellow postage stamp with the text "METERAI TEMPEL" at the top, "TGL 20" in the middle, and "6000 ENAM RIBU RUPIAH" at the bottom. A signature is written over the stamp. The stamp also features a small emblem of Garuda Pancasila.

Ananda Nur Sofiyah

APPROVAL SHEET

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**Approved to be examined
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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 Peirce. 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 non-verbal 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

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)

Modern semiotic has 2 fundamental founders, the first one is Charles Sanders Peirce (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 Peirce 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

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.

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:

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

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:

1. Red 
2. Green 
3. Black 
4. Yellow 
5. White 

		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. Finally replicated	The slogan of the advertisement shows that Big 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 craving	It connotes that everyone can enjoy barbecue without having to bother to cook it by themselves. McDonald's has been served a sandwich with barbecue taste
8	A sandwich for experts	It means who is made this burger has a lot of knowledge about good components that can be made to be a sandwich.
9	A meal disguised as a sandwich	From this sentence, the readers can know that Big Mac is kind of burger but it is disguised as a sandwich.

10	You might have to share a bus seat. But you won't have to share your pizza.	It wants to convey the impression to the readers that when someone rides a bus, they must share the seat to other passengers. Moreover, there is a rule that we often find when we are riding a bus. The rule is to prioritize pregnant women, the elderly people, disabled. It will be different when eating pizza. The pizza will be entirely yours.
11	Taste The world at Pizza Hut	The meaning of it is intended for everyone who 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 my Valentine	It connotes that the slice of the others heart is the 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 sandwich made history	It shows that it is the only history shows that a sandwich or junk food can make a guy who gets obese lose their weight.
15	Live fresh, Eat fresh	It connotes to everyone who wants their life



Figure 13 the use of red color



Figure 14 the use of red color

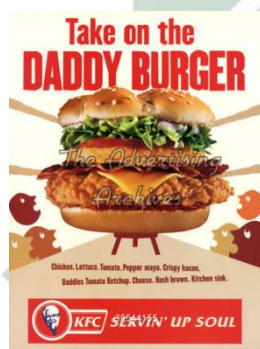


Figure 15 the use of red color



Figure 16 the use of red color



Figure 17 the use of 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.

4.1.3 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

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, title of the product, and also the notice. The number of the quotation is 1, 20 slogan, 10 capital letters, 8 titles 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 eye-catching 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 title 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.

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