UNIQUE WORDS FOUND IN INDONESIAN MCDONALD'S ENGLISH MENU AS A FORM OF BRAND AWARENESS: A STUDY OF SEMIOTICS

THESIS



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ABSTRACT

Wardhani, D. P. (2023). Unique Words Found in Indonesian McDonald's English menu as a

form of Brand Awareness: A Study of Semiotics. English Department, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This study examines the study of semiotics by analyzing a sign through a linguistic focus, especially on unique words using Saussure's theory. In this study there are three research problems 1). What are the signified and signifier in McDonald's English menu? 2). What messages are conveyed through words as a sign in the McDonald's English menu? and 3). How Brand Awareness is formed in the McDonald's English menu?. This study also uses the theory of brand awareness to measure the unique words on the McDonald's menu that are known to the public.

This study uses a qualitative descriptive method by describing and analyzing data using the McDonald's English menu through the McDonald's application as the research object. The brand awareness theory analyzed includes four levels, there are the highest level is Top of Mind, the second level is Brand Recall, the third level is Brand Recognition, and the lowest level is Unaware Brand. To measure the level of brand awareness, the researchers conducted random sampling with a total of 21 respondents to fill out a questionnaire related to the McDonald's menu which was known through the Google form which was distributed through the WhatsApp group according to the age of the respondents according to McDonald's consumers ranging from children to adults.

From the three research problems, this study analyzes the signifier as a general description of the name of the McDonald's menu and the signified as a detailed description of the shape, color and ingredients of the menu, and the message conveyed including the meaning and description by human senses of the name of the McDonald's menu as well as the level of brand awareness that determines the level of uniqueness of the words from the menu in terms of the extent to which the product is known by the public

Keywords: semiotics, unique words, McDonald's menu, brand awareness

ABSTRAK

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a form of Brand Awareness: A Study of Semiotics . English Department, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi"aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini mengkaji semiotika dengan menganalisis suatu tanda melalui fokus linguistik khususnya pada kata-kata unik dengan menggunakan teori Saussure. Dalam penelitian ini ada tiga masalah penelitian 1). Apa petanda dan penanda dalam menu bahasa Inggris McDonald's? 2).Pesan apa yang disampaikan melalui kata-kata sebagai tanda pada menu McDonald's English? dan 3). Bagaimana Brand Awareness terbentuk pada menu McDonald's English?. Penelitian ini juga menggunakan teori brand awareness untuk mengukur kata-kata unik pada menu McDonald's yang dikenal masyarakat.

Penelitian ini menggunakan metode deskriptif kualitatif dengan mendeskripsikan dan menganalisis data menggunakan menu McDonald's English melalui aplikasi McDonald's sebagai obyek penelitian. Teori brand awareness yang dianalisis meliputi empat level, yaitu level tertinggi Top of Mind, level kedua Brand Recall, level ketiga Brand Recognition, dan level terendah adalah Unaware Brand. Untuk mengukur tingkat brand awareness, peneliti melakukan random sampling dengan total 21 responden untuk mengisi kuesioner terkait menu McDonald's yang diketahui melalui Google form yang dibagikan melalui grup WhatsApp sesuai usia responden. menurut konsumen McDonald's mulai dari anak-anak hingga orang dewasa.

Dari ketiga permasalahan penelitian, penelitian ini menganalisis signifier sebagai gambaran umum nama menu McDonald's dan signified sebagai gambaran detail bentuk, warna dan bahan menu, serta pesan yang disampaikan termasuk makna dan deskripsi yang diberikan. indra manusia terhadap nama menu McDonald's serta tingkat brand awareness yang menentukan tingkat keunikan kata dari menu tersebut dalam hal sejauh mana produk tersebut dikenal oleh masyarakat.

Kata Kunci: semiotika, kata kata unik, menu McDonald's, brand awareness

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UIN SUNAN AMPEL

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The study of semiotics is a scientific discipline that examines signs to find out the meaning of an object that has attracted the attention of several researchers. In linguistics, sign has meaning through symbols, semiotic studies also apply several theories by experts, Pierce used the theory of connotation and denotation through semiotic studies, while Saussure who is known as the father of linguistics used signifier and signified through semiotic studies. Semiotic studies have been conducted by several researchers in different ways and have various focuses, such as advertisements, memes, emojis and cultures.

Analysis of semiotics studies in advertising was conducted by several researchers, Gora (2016) who represented the role of women in television advertising in the use of signifiers and signifieds by looking at the denotation and connotation meanings representing the materialistic nature of women in the advertisement. Djamerang (2018) analyzed semiotics by identifying stereotypes of women in advertising which forms of stereotification of women in scenes that position women as subordinates who are excluded with physical depictions and deviant behaviour. Gandhi (2020) analyzes semiotics in online learning in *RuangGuru* advertisements as a sign referring to superior features, which this research seeks to provide an understanding how cheap and easy the *RuangGuru* application than conventional learning, the results of this study show that to attract the attention of television viewers, *RuangGuru* uses signs that show superior features such as video animation learning, practice questions, discussions and symbols which in terms of writing, the blue color dominates so that the public easily recognize RuangGuru. Bambang et al. (2019) investigated the verbal semiotics found in cigarette advertisements on Indonesian television, the results of the study are seen in ideational functions, interpersonal functions,

and material processes which were dominant in cigarette advertisements on TV. From the semiotics studies on advertising above, the researcher examines semiotics by presenting meaning in a symbolic context both verbally and non-verbally on each topic.

However, semiotics offers support for the interpretation of memes from a linguistic perspective, according to Grundlingh (2018) who analyzed the function of memes using memetics, this research reveals that appropriate memes are also useful to support the argument that memes can be used as speech acts. Fomin (2019) examined memes as a conceptual interface that also requires mimetics, the result of this study is a comparison of the correspondence between mimetics, genetics and semiotics which involves the use of more responsible and substantial metaphors with the aim of providing a more coherent parallel vocabulary of genetics and memetics, and helps semiotics to develop its transdisciplinary potential. Memes were originally meant to be jokes but have another purpose, namely satire to corner certain parties. Hamid & Kom (2020) examined the semiotic meaning behind Anies Bawesdan's meme about the Jakarta flood, the results of the research revealed a relationship between signs and semantic meanings, people use the image of Anies Baswedan as Anies' expression which does not match his response to dealing with the Jakarta floods, the meaning of the object in the meme is an allusion to Anies' slowness in solving the flood problem, while from the interpreter's point of view there is compatibility between people's thinking and the meme he made which concludes that Anies is not able to solve the Jakarta flood problem. Handayani (2019) analyzed the semiotic study in her article of the Bekasi city meme, this research refers to Roland Barthes' theory of connotation and denotation meaning. From the several studies above, it can be concluded that the researchers focuses on the function of memes, which for some people have their own essence of meaning.

According to media and communication journal, Kerslake (2017) reviews the use of emoji specifically based on Danesi's book where the use of emoji has greatly increased in several contexts, this research reveals that emoji can adapt according to the needs of communication carried out and the development of new technology, Arafah & Hasyim (2019) revealed the linguistic function of emoji in WhatsApp communication, this study concludes that from a semiotic perspective emoji is a sign vehicle which is part of the grammatical elements in communicating on social media. From the two researchers that using emoji concluded that semiotics depends on the visual context as a means of communication, because basically emoji is a form of visual image to express ourself.

In addition, semiotics also studied through cultures, Jumino (2019) investigated semiotics of Javanese wedding customs, this study applies symbols of Javanese traditional ceremonies which analyzed using semiotic studies to get the meaning of each element in a traditional Javanese wedding ceremony including *siraman* (watering body), *panggih* (meeting), *sungkeman* (prostrating), *potong rikmo* (haircut) & *dodol dawet* (selling). Meilawati (2012) also applied a semiotic study to the Javanese traditional ceremony to commemorate the 7th month of pregnancy called *tingkeban*, this study also used semiotic studies to analyze symbols for the elements of objects used for the *tingkban* traditional ceremony and produce a positive meaning from each symbol. In contrast to the traditional ceremony, Febryandini (2018) examines one of the Javanese traditional clothes *solo basahan*, by using a semiotic study the results of this research are the moral messages of the symbols contained in the traditional clothes of *solo basahan* both in terms of philosophy, history and the function of the clothes which contain positive meanings. Here, from the several studies above expressing the meaning of sign through symbols that are visually depicted, therefore this research focuses on expressing a sign through words.

Thus, semiotics studies as a measure to get meaning through advertising, memes, emoji and culture more focused on symbols and images to represent it is semiotic studies.

Therefore, in this study the researcher analyzed semiotic studies that only focus on words that are categorized as unique words that have an implied message conveyed from the word itself. Research of semiotics studie on word to word or language focus also supported by Long (2019) who examines semiotic studies of English texts that seek to express the intent of English texts or words, the results of this study are how semiotics and English texts interact with each other and characterize the structure of it is meaning in communication. Semiotic studies often include symbols and signs which are represented by symbols and signs that can stand alone, Ibrahim & Sulaiman (2020) examines an approach of understanding a meaning in communication which includes semiotic analysis in communication science, mass media, film, and music, the results of this study reveals that words, signs and symbols do not give meaning in communication, but someone who uses them is the one who animates and gives meaning to the words, signs and symbols, Halid (2019) analyzed semiotics in the novel that the concept of signifier and signified is about interpreting the sign, From the three studies, the semiotic context of language or word is used to reveal the structure of language or word related to communication. This research does not only cover the semiotics theory, researcher will also combine semiotic theory with well-known brand which will become data to be analyzed.

Midst of the 21st century, people tend to have a consumptive lifestyle, not infrequently most of the people both entrepreneurs and entertainers are competing to open a business in the fast food sector. However, not infrequently fast food businesses only develop at the beginning and experience business closures, due to the lack of attraction to maintain trademarks among the public, the existence of brand awareness is the form that makes the brand image unique and better known even though it has been around for a long time.

Therefore, a company must have a uniqueness that makes it survive and always be known by the public.

Nowadays, an effort to develop and maintain a business, especially in the field of food and beverage or FNB, one that still survives is McDonald's. McDonald's is a restaurant founded by Richard McDonald and Maurice McDonald in California 1940, McDonald's is one of the largest restaurants that stands in almost 100 countries in the world. In Indonesia, McDonald's has more than 200 outlets, especially in Surabaya there are approximately 20 outlets. McDonald's is a food company that is said to be successful in maintaining its quality and image in the community because almost all ages are familiar with McDonald's and its iconic menu. McDonald's or commonly called MCD is loved by the majority of teenagers. According to Uraida (2014) who analyzed semiotics based on McDonald's print advertisements to identify in terms of icons, symbols and connotative meanings in McDonald's print advertisements, based on semiotics perspective, advertisements not only provide information and persuasion about products or services, but also create conditions for product associations to be understood by society. Therefore, researcher used McDonald's as the object of research because McDonald's has enormous potential to be studied using semiotic studies in terms of its iconic menus and using brand awareness as evidence of the popularity and image of McDonald's in society.

In addition, combining the theory of brand awareness with several previous studies related to brand awareness of well-known brands, this research is expected to provide an overview of the extent to which McDonald's English menus are quite uniquely recognized in the community, the analysis of brand awareness consists four levels, first is Top of Mind, this level is the highest on the Brand Awareness level, the second is Brand Recognition, this level the product or brand begins to be recognized by the public, the third is Brand Recall, this level a brand is easily recognized, even when someone mentions general things

and the last level is Unaware Brand where a product or brand is not known and recognized by the public at all.

Therefore, researcher links the semiotics study with the introduction of the McDonald's brand menu in order to achieve the theoretical objectives of brand awareness, the community in question involves children to adult, the reason researcher choose childrens and adults because McDonald's is known by public with the aim if this research being more effective and practical, researcher prove the popularity of McDonald's which can be searched on the Google search engine as well as the menu menu and already has many outlets that are standing in several cities in Indonesia, especially in Surabaya.

1.2 Problem of the Study

Following the background of study, this research formulates the research problem from McDonald's English menu as follows:

- a. What are the signified and signifier in McDonald's English menu?
- b. What messages are conveyed through words as a sign in the McDonald's English menu?
- c. How Brand Awareness is formed in the McDonald's English menu?

1.3 Significance of the Study

This paper expected to theoretical insights based on Saussure theory about study of semiotics especially in linguisics and practical insight based on object of the study McDonald's english menu and about sign perception in semiotic studies by filling a gap in research, which focuses on word that categorized as unique in McDonald's English menus as an important manifestation of brand awareness.

1.4 Scope and Limitations

This study focuses on English menus only on McDonald's menus and researcher does not explain the shape or position of the menu image, because the researcher only focuses on words and took the data from official McDonald's application that has been downloaded at Apple Store. The reason researcher used the McDonald's menu as a research object because McDonald's was a brand that was easy to reach and recognized by all ages and the McDonald's menus has a unique words that has a symbol and meaning in each word that analyzed through signifier and signified.

1.5 Definition of Key Terms

1.1.1 **Semiotics**

A branch of linguistics that studies a language that deals with signs, symbols and meanings

1.1.2 Unique word

A condition of word in the form of a very extraordinary, special, or remarkable characteristic and have a distinctive meaning that easy to remember by public Ex: Sundae, Fizz, etc

1.1.3 Brand awareness

The ability of a brand to be recognized by the public in terms of logos, words, colors or jargon which is the main attraction of the company itself

1.1.4 Menu

An arrangement in the form of a choice of several types of products available

1.1.5 McDonald's

American food company that provides iconic fast food such as fried chicken, ice cream, burgers and sodas, this brand is very well known and has so many outlets spread all over the world with quite iconic symbols.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Semiotics

A study of semiotics, signs can be in the form of words, images, sounds, signs, and objects, which of the several things above can learn how meaning is made and how reality is represented Chandler (2002, pp. 14-20) From several explanations of experts about the study of semiotics, Saussure (1983, pp. 15-16) who is the father of the branch of linguistics, he uses the term Semiology which is the study of the role of signs as part of social life, while Pierce (1931: 58) used the term semiotics which uses the logical grouping of a sign that must be known through its characteristics. according to Van Leuween (2005) Social semiotics is not a theory that emerges by itself, but social semiotics arises because it is applied to principles that have specific problem examples, social semiotics involves theories of social essence theory. Sebeok (2001) declaring a sign is a physical form that has been created externally to represent a particular object, known as a reference, or for a class of objects and events as a sign in life has many functions.

2.1.1 Saussure Model

Saussure's model using the dyadic tradition, Saussure (1983: 66) the definition of dyadic is one-way communication between 2 individuals where there is a person who conveys the message and someone who receives the message. In semiotics Saussure gives the term a sign consisting of a signifier and a signified. Similar to signs in linguistics such as concepts (signified) and sound patterns (signifier), sound patterns are one of the psychological impressions captured by the human senses, sound patterns or sounds can be distinguished from other elements associated in a linguistic sign.

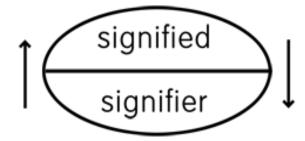


Figure 2.1 Saussure model of signifier and signified

Saussure's model the sign is the result of the association of the signifier with the signified, as he is known as the father of linguistics, Saussure focuses on linguistic signs by specializing the spoken word which indirectly refers to the marker. The sign model shown in Saussure's diagram only refers to concepts and not to objects, thus Saussure uses two arrows in the diagram only for an interaction. According to Saussure, linguistic signs are completely intangible (Saussure 1983, 15). Saussure emphasized that in language what distinguishes a sign is what makes it up, and a language can be distinguished when there are terms that give a special definition to the language itself.

Saussure also has a correlation about the notion of significance and value, the value in question is how a sign depends on a relationship between other signs, and in this context the sign does not have absolute value. One example that Saussure emphasized is that the sign does not have absolute value, such as "Mutton in French means sheep which refers to everything that the animal has, but in English it has the word mutton which is another term that is different." This proves that the term from different languages do not have the same value. Thus, in the theory put forward by Saussure he emphasizes that the arbitrary nature of a sign is the most important principle of language, because even though a signifier is needed to represent what is given the signified, for Saussure the system of signs in language is the most important thing.

According two researchers using Ferdinand De Saussure's theory which analyzes semiotics of word to word, Long (2019) who examines semiotic studies of English texts that seek to express the intent of English texts or words, the results of this study are how semiotics and English texts interact with each other and characterize the structure of it is meaning in communication. Semiotic studies often include symbols and signs which are represented by symbols and signs that can stand alone, Ibrahim & Sulaiman (2020) examines an approach of understanding a meaning in communication which includes semiotic analysis in communication science, mass media, film, and music, the results of this study reveals that words, signs and symbols do not give meaning in communication, but someone who uses them is the one who animates and gives meaning to the words, signs and symbols themselves. From the two studies, the semiotic context of language or word is used to reveal the structure of language or word related to communication. This research does not only cover the semiotics theory, researcher will also combine semiotic theory with well-known brand which will become data to be analyzed.

2.2 Brand Awareness

On the marketing scale, brand awareness has four very important levels



Figure 2.3 Brand awareness level

The lowest level is Unaware Brand where a product or brand is not known and recognized by the public at all, the product exists but in terms of the value of Brand awareness it is still very low. The next stage is Brand Recognition, from this level the product or brand begins to be recognized by the public where when the characteristics are mentioned, a person will begin to think and recognize the brand both in terms of logo, color and writing. Brand Recall stage where a brand is easily recognized, even when someone mentions general things about an object the target market can recall a brand that is easy to recognize and remember. And the Top of Mind stage is the highest stage on the Brand Awareness scale, on this scale the product is more easily recognized spontaneously by the public, which means that the brand has quality and a name that is not in doubt and is already embedded in people's memories.

Brand Awareness theory which reveals that a brand must be embedded in the minds and remembered by the public. Research by Suciningtyas (2012) on the motorcycle Yamaha Mio Sporty, partially proves that brand awareness influences consumer decisions to buy Yamaha Mio Sporty, from a language standpoint Yamaha Mio Sporty was created with The language is short and interesting, so that younger consumers remember and are interested in Yamaha Mio Sporty advertisements.

When we hear the term there is a price there is quality, someone might think that goods that have a selling value are a little more expensive then the quality of the goods is also better, Herliza & Saputri (2016) which examined famous clothing and accessories brand Zara at Mall PVJ Bandung, using the influence of brand image on customer satisfaction, the results of this study prove that customer satisfaction is considered quite high, so that the Zara brand is indirectly known and in demand related to brand awareness because of its quality in the community.

Magdalena & Dharmanto, (2020) examined the sponsorship relationship with brand Nike as the official sport apparel of the Indonesian National Team, the results of this study revealed that sponsorship did not have a positive influence on Brand awareness on the Nike brand, but customer engagement simultaneously and significantly had a positive influence on brand awareness of Nike, the higher customer engagement makes Nike brand is more

recognized, which can be proven by many people who are interested in buying the Nike brand, and symbolically the Nike brand is easily recognized by the public even though it is only a tick symbol.



CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research is based on descriptive qualitative method that uses a textual approach of coding and marking in a word that is fairly unique as signifier and signified found in McDonald's English menu.

3.2 Data Collection

3.2.1 Research Data

As descriptive qualitative methods are applied using a textual approach, this study used data in the form of English writing on the McDonald's menu in Indonesia, which is the McDonald's English menus with related objects can be identified as signifier and signified in semiotic studies and how the menu is classified as unique words so that it is easily recognized by the public. In this study, the unique words that referred by researcher is a combination of types of words (nouns, adjectives or verbs) that have opposite meanings or describe the distinctive meaning in the menus found.

3.2.2 Subject of the Study & Data Sources

The subject used in this study is Children to Adults, as we know that Mc'donald's is one of the restaurant brands that exists in almost all corners of the world and McDonald's consumers are very diverse from children to adults, the data source used by researcher is in the form of menus collected through the official McDonald's application that has been downloaded in the Apple Store, and the data source of brand awareness theory by the respondents through questionnaire, the researcher conducted random sampling in Whatsapp Group Family and Friends and took 21 respondents as subjects aged 10 to over 40 years who supported the criteria as data as they had consumed McDonald's.

3.2.3 Instrument(s)

The main instrument in this study is the researcher, which is a researcher collects, measures, and analyzes the data manually by carefully studying the menus at McDonald's which are used as research data, researcher used Google form as a tool for present questionaire which includes Did they know about McDonald's ?, How often they have to visited McDonald's ?, and Which of the McDonald's menu items did they know the most? The last question researcher presents all McDonald's English menu and the respondents are allowed to choose more than one menu.

3.2.4 Data Collection Technique

In this study, researcher collected the data by following several steps, first researcher download the McDonald's application from the apple store, then read all menus in the McDonald's application, researcher taken the screenshoots of McDonald's menu, collected and wrote the data by notebook, and the last steps researcher made questions for the questionnaire and conduct random sampling through via Whatsapp family groups with an average age of 10 years and adults over 40 years, also whatsapp group of peers aged over 20 years.

3.3 Data Analysis Technique

The researcher presents the data as the research findings in the form of unique words on the McDonald's menu which use English by identifying the signifier and signified in each unique word found as Saussure's semiotics study which focuses on language. From the data found there are 55 English McDonald's menus, and there are 13 words that are categorized as unique as nouns or adjectives compare in the McDonald's menu based on researcher preference, and researcher define unique words that has been seen from 13 the words structure and symbols of the McDonald's brand.

Table 3.1 Types of Unique Word in McDonald's English menu

Data 1	Chicken McMuffin	Data 28	Fish Snack Wrap
Data 2	Saussage McMuffin	Data 29	Fish Fillet Burger
Data 3	Egg McMuffin	Data 30	Honey Garlic Fish Rice Mcd
Data 4	Chicken Muffin with Egg	Data 31	Pinneaple Punch Fizz
Data 5	Saussage McMuffin with Egg	Data 32	Fruit Tea Lemon
Data 6	Saussage Wrap	Data 33	Coca Cola McFloat
Data 7	Big Breakfast	Data 34	Fanta McFloat
Data 8	Breakfast Wrap	Data 35	Iced Coffee
Data 9	Hotcakes	Data 36	Iced Coffee Float
Data 10	Hashbrown	Data 37	Iced Coffee Jelly
Data 11	Big Mac	Data 38	Iced Coffee Jelly Float
Data 12	Double Cheese Burger	Data 39	Fruit tea Blackcurrant McFlurry with Jelly
Data 13	Five Cheeses Steak Burger	Data 40	McFlurry feat Oreo
Data 14	Beef Prosperity Burger	Data 41	McFlurry Choco
Data 15	Cheese Burger Deluxe	Data 42	Apple Pie
Data 16	CheeseBurger	Data 43	Choco Marsmallow Pie
Data 17	Beef Burger Deluxe	Data 44	Strawberry Sundae
Data 18	Beef Burger	Data 45	Chocolate Sundae
Data 19	Korean Soy Garlic Wings	Data 46	Ice Cream Cone
Data 20	Chicken Burger	Data 47	Choco Top
Data 21	McSpicy	Data 48	Happy Meal Egg and Cheese
D. C.	No City	D (12	Muffin
Data 22	McChicken	Data 49	Happy Meal 4 Pcs McNuggets
Data 23	McNuggets	Data 50	Mango Frape

Data 24	Chicken Snack Wrap	Data 51	Choco Frappe
Data 25	Spicy Chicken Bites	Data 52	Hazelnut Frappe
Data 26	Chicken Fingers	Data 53	Matcha Frappe
Data 27	Fish Prosperity Burger	Data 54	Cheese Stick
		Data 55	French Fries

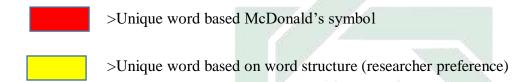


Table 3.2 Brand Awareness Level

1		Level		<i>"</i>
Unique Word	Unaware	Brand ****	Brand Recall	Top of Mind
	Brand	Recognition		
English menus of				
McDonald's	main is man cellific trace	Than 5 man 8 5 Asset	A A 2 CONTRACT	Name of the Control o
U	IN SI	JNAN	AMP	
S	UR	. A B	AY	A

Based on the data that has been classified into tables where table 3.1 shows the unique words from the McDonald's English menu found which will then be analyzed for the signifier and signified of these words to answer the first research question, and the researcher writes in the form of a description the message are conveyed to answer second research question contained in these unique words. The researcher then classifies the unique words in table 3.1 which contains the level of brand awareness which aims to answer the third research question, how relevant are the unique words on the McDonald's English menu recognized by the public

or called brand awareness. In this research, brand awareness consists of four levels, scale of 50% or half of the total respondents categorized as Top Of Mind level, less than 40% is categorized as Brand Recall, less than 30% is categorized as Brand Recognition, and a scale of 0% is categorized as Unaware Brands.



CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Findings

The researcher shows the table below which contains the findings data from the unique words of the McDonald's English menu in McDonald's application. In this data it is signified as (concept) which includes ingredients, color and shape which is a special explanation from the signifier in the form (sound) of the menu name. From the data found there are 55 English McDonald's menus, and there are 13 words that are categorized as unique as nouns or adjectives compare in the McDonald's menu and researcher preference, and there are 13 unique words based on McDonald's symbols.

4.1.1 Signifier and Signified found in McDonald's menu

Data 1: Chicken McMuffin

		SIGN
	Signifier > sound	Signified > concept
Chicke	en McMuffin	Muffins stacked with fried chicken filling
>	The words Chicken and Muffin are	This McDonald's menu conveyed
	nouns, the words Chicken McMuffin	almost like a shape of burger, this
	are (signifier) in the form of sound	menu is a warm English muffin
	and Muffins stacked with fried	covered in mayonnaise sauce with
	chicken filling is a complete concep	processed chicken meat that is fried
	through ingredients, shape and colou	to golden brown and this menu is
	(signified)	available from 5-11 am.
>	the word "Mc" is categorized as	ı
	unique word that represents the	
	McDonald's symbol	

Data 2: Saussage McMuffin

SIGN			
Signifier > sound	Signified > concept		
Saussage McMuffin	Muffins stacked with saussage		
 The words Saussage and Muffin are nouns, the words Saussage McMuffin are (signifier) in the form of sound and Muffins stacked with sausage is a complete concept through ingredients, shape and colour (signified) The word "Mc" is categorized as a unique word that represents the McDonald's symbol 	Muffin conveyed a cake almost the same as cupcakes but the ingredients are different, Saussage McMuffin is a pile of English Muffin cakes that shaped like a hamburger with chicken sausage and a slice of cheese and baked simultaneously, the use of this Mc Muffin makes this menu different from muffins in general, this menu suitable for breakfast as only		
Webbild 5 Symbol	available 5-11 am.		

Data 3 : Egg McMuffin

SIGN TITLE CITED AND ET			
Signifier > sound	Signified > concept		
C II D	A R A V A		
Egg McMuffin	Muffins stacked with fried melted egg		
➤ The words Egg and Muffin are nouns,	➤ Egg McMuffin conveyed a menu		
the words Egg McMuffin are	made of patty but has a different		
(signifier) in the form of sound and	filling, this menu is added with half-		
Muffins stacked with fried melted	boiled eggs and smoked chicken meat		
egg is a complete concept through	and a slice of cheese This menu is		
ingredients, shape and colour	also available from 5-11 am		
(signified)			
➤ The word "Mc" is categorized as a			
unique word that represents the			
McDonald's symbol			

Data 5: Saussage McMuffin with Egg

	SIGN
Signifier > sound	Signified > concept
Saussage McMuffin with Egg	Muffins stacked with sausage and melted egg
 Saussage McMuffin with Egg is a sound as (signifier), Muffin stacked with saussage and melted egg is complete concept of shape, colour and ingredients of Saussage McMuffin or as (signified). The word "Mc" is categorized as uniqueness because "Mc" is symbol of McDorold's 	Muffins seem to be a mainstay of McDonald's, the McMuffin menu is a combination of various contents, this menu is a combination of Saussage McMuffin and Egg McMuffin, the contents of this menu consist of English Muffin plus chicken sausage, half-boiled egg and one slice of meltad chasse and served in bot
of McDonald's	melted cheese and served in hot conditions for the breakfast menu, this menu is also available at 5-11 am

Data 8 : Breakfast Wrap

	SIGN
Signifier > sound	Signified > concept
Breakfast Wrap	Fried chicken, egg and vegetables with tortillas
The words Breakfast Wrap is a sound as (signifier), and Fried chicken, egg and vegetables with tortillas are concept (signified)	➤ This menu is made of smoked chicken meat with scrumble egg, cheese and soft tortilla skin that has been Grilled, smoked chicken and
➤ The words "Breakfast Wrap" are combination of noun and verb which	scrumble egg ingredients describe

is categorized as uniqueness because	that this menu is for breakfast and is
it has the meaning of a menu for	different from other Wrap menus.
breakfast made of tortilla base which	
symbolizes the word "wrap".	

Data 10: Hashbrown

	SIGN
Signifier > sound	Signified > concept
Hashbrown	Fried mashed potato
➤ The word Hashbrown is a sound as	Hashbrown is a menu made of
(signifier), and Fried mashed potato	mashed potatoes added with crispy
are concept of Hashbrown shape and	flour and eggs and then fried until
colour as (signified)	golden brown, this menu is known as
➤ The word "Hash" categorized as	Potato Cakes.
uniqueness because it is a synonym	
of the word mix.	

Data 11: Big Mac

SIGN	
Signifier > sound	Signified > concept
Big Mac	Huge portion of hamburger with extra meat
➤ The words "Big Mac" are sound as	➤ Big Mac is a product consisting of
(signifier) and Huge portion of	two layers of beef grilled with special
hamburger with extra meat are the	sauce and sprinkled with pickles,
concept of shape, colour and	onions, cheese and additional lettuce
ingredients of Big Mac as (signified).	mixed in the middle of the toasted
	bread and sprinkled with sesame
	seeds.

Data 14: Beef Prosperity Burger

	SIGN
Signifier > sound	Signified > concept
Beef Prosperity Burger	Burger with roast beef
 The words "Beef Prosperity Burger" are the sound as (signifier), and Burger with roast beef are concept that describes shape and ingredients of the menu as (signified). The word "Prosperity" is an adjective between nouns, the adjective is categorized as uniqueness because it symbolizes that the burger menu is only available at McDonald's on holy days 	Beef Prosperity Burger is a long pile of burgers filled with beef with black pepper sauce topped with sesame seeds and grilled.

Data 21: McSpicy

UIN SUNAN AMPEL	
Signifier > sound	Signified > concept
McSpicy	Hamburger with spicy chicken filled
McSpicy is a sound as (signifier), and	➤ McSpicy is a hamburger from
Hamburger with spicy chicken filled	McDonald's whose filling is made of
are the concept of shape and	100% boneless chicken meat with
ingredients of McSpicy as	special seasonings and black pepper
(signified).	which is then topped with flour and
➤ The word "Mc" is categorized as	crispy fried, with extra vegetables in
uniqueness because Mc compare	it and spicy sauce.
with adjective "spicy" describes a	

flavour, and the word Mc is McDonald's symbol.

Data 22: McChicken

	SIGN
Signifier > sound	Signified > concept
McChicken	Burger with chicken crispy
 McChicken is a sound as (signifier), and Burger with chicken crispy are concept to described shape and ingredients of McChicken as (signified) The word "Mc" is categorized as uniqueness because Mc compare with noun "chicken" describes a shaped of burger, and the word Mc is McDonald's symbol. 	McChicken is a burger made from piles of patty with chicken meat that is processed and fried using crispy flour with more extra lettuce, then given ketchup and mayonnaise with a sprinkling of extra sesame.

Data 23 : McNuggets

UIN SUI	SIGN
Signifier > sound	Signified > concept
McNuggets	Fried Chicken Nuggets
McNuggets is a sound as (signifier),	➤ McNuggets are processed chicken
and Fried chicken nuggets are	meat with spices and flour which is
concept to described shape, colour	covered with bread crumbs and fried
and ingredients of McChicken as	until crispy. McNuggets are served in
(signified)	a variety of options 4, 6 and 9 pcs
> The word "Mc" is categorized as	using sweet & sour or barbeque sauce
uniqueness because Mc compare	which makes this menu more special.
with noun "nuggets" describes a	

shape of nugget, and the word Mc is
McDonald's symbol.

Data 27 : Fish Prosperity Burger

	SIGN
Signifier > sound	Signified > concept
Fish Prosperity Burger	Burger with fried fish fillet
> The words "Fish Prosperity Burger"	➤ The Fish Prosperity Burger conveyed
are the sound as (signifier), and	a pile of patty containing Tilapia fish
Burger with fried fish fillet are	fillets with onions, black pepper
concept that describes shape and	sauce and sprinkled with sesame on
ingredients of the menu as	top of the burger.
(signified).	
> The word "Prosperity" is an adjective	
between nouns, the adjective is	
categorized as uniqueness because it	
symbolizes that the burger menu is	
only available at McDonald's on holy	
days	JAN AMPEL

Data 30 : Honey Garlic Fish Rice Mcd

	SIGN
Signifier > sound	Signified > concept
Honey Garlic Fish Rice Mcd	Rice bowl with fried fish fillet and honey
	sauce
➤ The words "Honey Garlic Fish Rice	➤ Honey Garlic Fish Rice McD, this
Mcd" are the sound as (signifier), and	menu is hot rice in a bowl with pieces
Rice bowl with fried fish fillet and	of crispy tilapia fish that have been
	fried until golden brown and topped

honey sauce are concepts of ingredients and shapes as (signified)

➤ "Honey Garlic Fish Rice" cannot be categorized as uniqueness but the word "McD" which is categorized as unique because it describes this menu is the symbol of McD

with McDonald's honey Garlic sauce, this sauce is made of black pepper, honey and sliced onions that make this menu special.

Data 31 : Peanapple Punch Fizz

	SIGN
Signifier > sound	Signified > concept
Peanapple Punch Fizz	Iced soda with peanapple flavour
Peanapple Punch Fizz are the sounds	Pinneaple punch fizz is a yellow
as (signifier) and iced soda with	drink made from soda with pineapple
peanapple flavour are the concept as	flavour and nata De coco with ice, the
(signified).	unique word "punch fizz" is used to
➤ The words "punch" and "fizz" are	describe this menu that is bubbly
adjectives that are categorized as	because of the soda in it and when
uniqueness because these two	you drink it makes someone's tongue
adjectives describe taste as a symbol	like it is pinched.
of the menu	A B A Y A

Data 33: Coca Cola McFloat

SIGN	
Signifier > sound	Signified > concept
Coca Cola McFloat	Black soda with vanilla ice cream topping
➤ The words Coca Cola McFloat are	Coca Cola McFloat is a McDonald's
sounds as (signifier) and Black soda	menu made of soda with ice cubes
with vanilla ice cream topping are the	and ice cream on top, the use of the
	unique word float in this menu has an

concepts of shape and ingredients of coca Cola McFloat as (signified).

The word "Mc" is categorized as basic

uniqueness because Mc is symbol of

exaggerated impression which this menu looks special even though it is basic Coca Cola soft drink.

Data 34 : Fanta McFloat

McDonald's

SIGN			
Signifier > sound	Signified > concept		
Fanta McFloat	Red soda with vanilla ice cream topping		
➤ The words Fanta McFloat are sounds	➤ A soft drink made from "fanta" red		
as (signifier) and Black soda with	soda and adds ice cube and topped		
vanilla ice cream topping are the	with a typical McDonald's vanilla ice		
concepts of shape and ingredients of	cream known as float		
Fanta McFloat as (signified).			
➤ The word "Mc" is categorized as			
uniqueness because Mc is symbol of			
McDonald's			

Data 39: Fruit tea Blackcurrant McFlurry with Jelly

S U R	SIGN A
Signifier > sound	Signified > concept
Fruit tea Blackcurrant McFlurry with Jelly	Ice cream with Blackcurrant flavour
> The words "Fruit tea Blackcurrant	➤ This menu is a combination of the
McFlurry with Jelly" are the sounds	McDonald's menu of soft ice cream
as (signifier), and Ice cream with	flavored with blackcurrant fruit tea
Blackcurrant flavour are concepts	with roping jelly and Froot loops, if
that describes ingredients of the menu	McDonald's creates a dessert
as (signified).	McFlurry feat oreo and McFlurry
	Choco, this menu is produced with a

The word "Mc" is categorized uniqueness because Mc is symbol of McDonald's, and "flurry" is an adjective that describes a situation of snowfall.

sensation of fresh fruit taste and full of purple color, pink and yellow predominate.

Data 40: McFlurry feat Oreo

	SIGN
Signifier > sound	Signified > concept
McFlurry feat Oreo	Ice Cream with Oreo biscuit
 The words "McFlurry feat Oreo" are the sounds as (signifier), and Ice cream with Blackcurrant flavour are concepts that describes ingredients of the menu as (signified). The word "Mc" is categorized uniqueness because Mc is symbol of McDonald's, and "flurry" is an adjective that describes a situation of snowfall, the meaning of this unique word is a description of Oreo biscuits which are crushed as a topping, 	McFlurry feat Oreo is soft vanilla ice cream mixed with crushed Oreo biscuit granules A A A A A A A A A A A A A A A A A A A

Data 41: McFlurry Choco

	SIGN
Signifier > sound	Signified > concept
McFlurry Choco	Iced cream with cocoa powder
➤ The words "McFlurry Choco" are the	> The terms of the connotation of
sounds as (signifier), and Ice cream	McFlurry Choco is soft vanilla ice
with cocoa powder are concepts that	cream mixed with cocoa powder Mc

describes ingredients of the menu as

(signified).

The word "Mc" is categorized uniqueness because Mc is symbol of McDonald's, and "flurry" is an

adjective that describes a situation of

snowfall, the meaning of this unique

word is a description of cocoa

powder which are spread as a topping

Flurry is one of the most iconic products at McDonald's

Data 44 : Strawberry Sundae

	SIGN
Signifier > sound	Signified > concept
Strawberry Sundae	Vanilla ice cream with strawberry sauce
> The words "Strawberry sundae" are	> McDonald's Strawberry Sundae is
the sounds as (signifier) and Vanilla	soft vanilla ice cream with sauce
ice cream with strawberry sauce are	Strawberry made from mashed
concepts of ingredients, shape and	strawberries with sugar, this menu is
colour of Strawberry sundae as (signified)	very popular with children and adults
> The word "Sundae" is categorized	A B A Y A
uniqueness because sundae have a	
meaning an ice cream and	
categorized as noun	

Data 45 : Chocolate Sundae

SIGN	
Signifier > sound	Signified > concept
Chocolate Sundae	Vanilla ice cream with Chocolate sauce

- The words "Chocolate sundae" are the sounds as (signifier) and Vanilla ice cream with chocolate sauce are concepts of ingredients, shape and colour of Chocolate sundae as (signified)
- The word "Sundae" is categorized uniqueness because sundae have a meaning an ice cream and categorized as noun
- McDonald's Chocolate Sundae is soft vanilla ice cream with sweet chocolate sauce as a topping, this menu is also very popular with children and adults.

Data 50: Mango Frappe

	A		SIGN				>
	Signifier > sound			Sign	nified >	concep	ot
Mango	Frappe		Iced w	ith Mango	Flavou	ır	
> 7	The words "Mango	Frappe" are	>	Mango	Frappe	is a	mixture of
5	sounds as (signifier), a	and Iced with		mangoes	mixed	with i	ce cubes and
Mango Flavour are the concepts of			becomes	a quite	refres	hing drink at	
i	ingredients and colour of the menu as		nen a	McDona	ld's.	. 1975. 19	person magni
((signified).	ISUL	NA	NA	W	W	EL
> 7	The word frappe is c	ategorized as	Δ	R	Δ	V	Δ
ι	uniqueness because frap	ppe is the term	().	D .		JL.	.6%.
1	for a typical Greek coffee, but in this						
(context frappe describes a cold drink						
•	with various flavours						

Data 51 : Choco Frappe

SIGN	
Signifier > sound	Signified > concept
Choco Frappe	Iced with choco flavour

- The words "Choco Frappe" are sounds as (signifier), and Iced with choco Flavour are the concepts of ingredients and colour of the menu as (signified).
- ➤ The word frappe is categorized as uniqueness because frappe is the term for a typical Greek coffee, but in this context frappe describes a cold drink with various flavours

Choco Frappe is a mixture of cocoa powder and chocolate mixed with ice cubes and becomes a sweet drink at McDonald's.

Data 52 : Hazelnut Frappe

4	SIGN		
Signifier > sound	ı	Sign	ified > concept
Hazelnut Frappe		Iced with hazelnut flavour	
> The words "Hazelnut	Frappe" are	Hazelnut	Frappe is a mixture of
sounds as (signifier), and Iced with hazelnut Flavour are the concepts of		Hazelnut	pasta and milk mixed with
ingredients and colour of the menu as (signified).		ice cubes	and becomes a sweet drink
➤ The word frappe is c uniqueness because frap		A B	A Y A
for a typical Greek coffee, but in this			
context frappe describe	s a cold drink		
with various flavours			

Data 3 : Matcha Frappe

SIGN	
Signifier > sound	Signified > concept
Matcha Frappe	Iced with matcha flavour

- The words "Matcha Frappe" are sounds as (signifier), and Iced with Matcha Flavour are the concepts of ingredients and colour of the menu as (signified).
- ➤ The word frappe is categorized as uniqueness because frappe is the term for a typical Greek coffee, but in this context frappe describes a cold drink with various flavours
- Matcha Frappe is a mixture of Matcha pasta and milk mixed with ice cubes and becomes a sweet drink at McDonald's.

4.1.2 Message conveyed through McDonald's menu

Data 1 : Chicken Muffin

From data one, the word "muffin" generally conveys cupcakes which have a brown and yellow color and has a sweet taste, while McDonald's "Muffin" has a flat shape and has a savory taste. Chicken Muffin describes a pile of McDonald's-style muffins with processed chicken and fried

Data 2: Saussage McMuffin

The word "Mc" on the menu conveys that the product is ownership by McDonald's, meaning that this muffin definitely has a flat shape and a savory taste typical of McDonald's, and the word "saussage" is generally made from meat and has a shape like an elongated tube, but This McDonald's Sausage conveys a chicken meat that has been processed and has a flat shape like a steak.

Data 3 : Egg McMuffins

Egg McMuffins The word "Mc" on the menu conveys that the product belongs to McDonald's, while the Egg convey menu has a different ingredient, namely McDonald's style half-boiled

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fried eggs, Egg McMuffin describes this menu as suitable for making breakfast because

Indonesians have a habit of using eggs as food. breakfast food.

Data 5 : Saussage McMuffin with Egg

McDonald's creates a menu that is connected with other McDonald's menus, Saussage which

is generally made from processed meat and has an elongated shape, but the Saussage used on

the McDonald's menu and combined with Muffins definitely has a flat shape, this is one of the

characteristics of the McDonald's menu looks different.

Data 8 : Breakfast Wrap

This McDonald's menu is almost the same as other McDonald's Wrap menus, but the word

Breakfast is enough to describe if this menu is suitable for breakfast. Breakfast Wrap is

available from 5-11 am.

Data 10: HashBrown

The word Hash brown someone may not think that the object is a food, this McDonald's menu

may be quite familiar to McDonald's lovers and to some people may be very unfamiliar, the

word "Hash" convey mixture or something mashed, and the word "brown" conveys a golden

brown colour, this menu is one of McDonald's special menus because it is only available from

5 - 11 am to accompany staple food for the consumers.

Data 11 : Big Mac

Big Mac is a classic McDonald's menu, the word "Big" convey something in huge portion, also

the word "Mac" convey almost the same as max, this menu is serve burger with huge portion,

Big Mac makes it easy for the public to recognize that this hamburger is produced by

McDonald's with large portions and special seasonings.

Data 21 : McSpicy

The unique word McSpicy is a word that does not have a specific description or someone might guess what food product it is, but for someone who often choose McDonald's as a place to buy a food, they may be very familiar with this menu, the word "Mc" convey McDonald's ownership, the word "spicy" convey a spicy taste, the unique word McSpicy is a description of the spicy taste of a combination of black pepper and chicken sauce.

Data 22: McChicken

The word "Mc" on the Mc Chicken menu conveys that the menu belongs to McDonald's, while the word "Chicken" refers to poultry whose meat has been cooked, the title of the menu does not explicitly explain that the menu is a burger, some people wonder what's the difference between McChicken and Chicken burger? The difference is the ingredients.

Data 23: McNuggets

Some people must be familiar with nuggets, McDonald's menu is also not much different from nuggets in general, McDonald's added the word "Mc" as an illustration of product ownership. Nuggets are made from minced chicken meat mixed with flour and spices and fried golden, the golden conveys that this McNugget has a crunchy texture when bitten.

Data 27: Fish Prosperity Burger

The word "Fish" in this menu conveys a processed tilapia fish that is fried and seasoned, The word Prosperity on the McDonads menu is usually given a big discount when commemorating the holy days, such as Chinese New Year, Eid Mubarrak, Christmast, etc, "Prosperity" conveys this menu gives a luxurious impression and gives the meaning of kindnesss.

Data 30: Honey Garlic Fish Rice Mcd

The words "Honey Garlic Fish Rice" conveys McDonald's menu in a bowl, there are Rice, fried tilapia fish and McDonalds special honey Garlic sauce, although the menu looks like

ordinary food or Rice bowl the word "McD" on the menu to give an image of McDonald's ownership, the words "honey Garlic" convey sauce that has sweet and savory taste.

Data 31 : Pinneaple Punch Fizz

As we know the word "Pinneaple" convey a type of fruit, and indirectly we describe the yellow colour with a sour and sweet taste of pineapple, the word "fizz" in English means sizzling, The unique words "Pinneaple punch fizz" used by McDonald's conveys a gold drink with pineapple flavour and soda and has a taste that pinches the tongue, this menu really describes the actual colour and taste, therefore consumers can easily recognize this menu.

Data 33: Coca Cola McFloat

McDonald's is a brand that also works with several famous food and beverage brands such as Oreo, Fruit Tea and Coca cola, Coca Cola McFloat by McDonald's conveys as we all know coca cola is a black soda drink topped with vanilla ice cream that convey "float" which is the characteristic of McDonald's and widespread in almost all over the world, at McDonald's Coca Cola is also usually sold bundling with other foods so the price is cheaper.

Data 34: Fanta McFloat

Fanta is a brand of carbonated soda drinks with various kinds of fruit flavours which was also first produced by the Coca Cola company in Germany, on the Fanta McFloat menu conveys that McDonald's made this soft drink more special which served fanta with ice cubes and topped with vanilla ice cream on it that describes the unique word "Float" which means it is on the surface and as if the ice cream is floating, while the word "Mc" shows the ownership of the ice cream is a typical vanilla ice cream produced by McDonalds, this menu is suitable for drinking in summer.

Data 39: Fruit tea Blackcurrant McFlurry with Jelly

McDonald's never stops creating new menus with different sensations, the unique word "McFlurry" is a very iconic menu at McDonald's and for McDonald's lovers or ordinary customers, unique word "Mc" that conveys McDonald's ownership, and Flurry in English means snowflakes or rain falling down, and the jelly as the topping makes this menu colourful, the meaning of colourfull conveys that this menu can give happiness with the sensation of a refreshing fruit taste in the ice cream.

Data 40 : Mc Flurry feat Oreo

Mc Flurry is one of the most iconic products at McDonald's, from the unique word "Mc" that conveys McDonald's ownership, and Flurry in English means snowflakes or rain falling down, while Feat Oreo has a combination meaning of Oreo biscuits which are biscuits, this is also very well known in several countries including Indonesia, the word "feat" is a conjunction that has the meaning of McDonald's collaborating with the famous brand Oreo, the unique word McFlurry makes this ice cream easily recognized by the public and becomes a mainstay of the public when buying food at McDonald's is good from children to adults.

Data 41: Mc Flurry Choco

The word "Mc" convey a McDonald's ownership, and "Flurry" in English means snowflakes or rain falling down, while chocolate has a combination meaning of Cocoa powder, this is also very well known in several countries including Indonesia, the unique word McFlurry makes this ice cream easily recognized by the public and becomes a mainstay of the public when buying food at McDonald's is good from children to adults.

Data 44: Strawberry Sundae

The unique word Sundae convey that this word comes from the United States which was created as a response to the "Blue Laws" or namely the prohibition of selling soda on Sundays, instead a sweet and quickly popular ice cream was created at that time, McDonald's Sundae

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menu conveys that McDonald's has the characteristics of ice cream which is white in color and

has a soft vanilla texture, and strawberry conveys strawberry sauce sprinkled on top.

Data 45: Chocolate Sundae

The unique word Sundae convey that this word comes from the United States which was

created as a response to the "Blue Laws" or namely the prohibition of selling soda on Sundays,

instead a sweet and quickly popular ice cream was created at that time, McDonald's Sundae

menu conveys that McDonald's has the characteristics of ice cream which is white in color and

has a soft vanilla texture, and chocolate conveys chocolate sauce sprinkled on top.

Data 50: Mango Frappe

In English, Mango conveys yellow or orange colour, while Frappe means broken or broken. If

you look at the words, some people might think Mango Frape is sliced or broken mango, but

in this context, Mango Frappe conveys a ice menu from McDonald's, the word Frappe in this

context conveys that the drink will give the impression of breaking on the tongue, if this product

is generally known as mango juice, but McDonald's gives its own impression by adding a

special ingredient so that people will easily recognize the unique word Mango Frappe, which

is a menu made by McDonald's.

Data 51 : Choco Frappe

In English, choco convey a brown color, while Frappe conveys a cold drink made by blending,

the word Frappe in this context conveys that if the drink is drunk it will give the impression of

breaking on the tongue, if this product is generally known as chocolate ice, but McDonald's

gives its own impression by adding a special ingredient so that people will easily recognize the

unique word Choco Frappe, which is a menu made by McDonald's.

Data 52 : Hazelnut Frappe

Hazelnut convey a brown color from kind of candlenut, while Frappe means a cold drink made by blending, The word Frappe in this context conveys that if the drink is drunk it will give the impression of breaking on the tongue, if this product is generally known as chocolate ice, but in taste McDonald's gives its own impression by adding a special ingredient so that people will easily recognize the unique word Hazelnut Frappe, which is a menu made by McDonald's.

Data 53: Matcha Frappe

Matcha convey a green colour from matcha pasta, while Frappe means a blended ice cube, Matcha Frappe is a mixture of Matcha pasta and milk mixed with ice cubes and becomes a sweet drink at McDonald's. The word Frappe in this context means that if the drink is drunk it will give the impression of breaking on the tongue, if this product is generally known as greentea ice, but in taste McDonald's gives its own impression by adding a special ingredient so that people will easily recognize the unique word Matcha Frappe, which is a menu made by McDonald's.

4.1.3 Brand Awareness Level

In order to fulfill the third research question regarding brand awareness analysis through the McDonald's English menu, researcher collected the data by asking the 21 respondents through the google form and the questions that have been asked are in Indonesian with the aim of making it easier for respondents to understand and give appropriate answers, the data are presented in the form of diagrams, and the following question are,

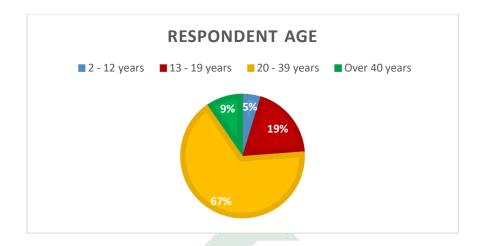


Figure 4.1 Precentage of respondents age

According to the data, consumers from *McDonald's* are childrens to adults aged 2 to more than 40 years, *McDonald's* serves food to dessert that everyone can enjoy and there are several menus providing prizes in the form of free toys for children. As the diagram above shows the ages of the 21 respondents, 5% are 2-12 years old, 19% are 13-19 years old, 67% are 20-39 years old and 9% are over 40 years old. From the above data it can be seen that *McDonald's* consumers are mostly teenagers to adults.

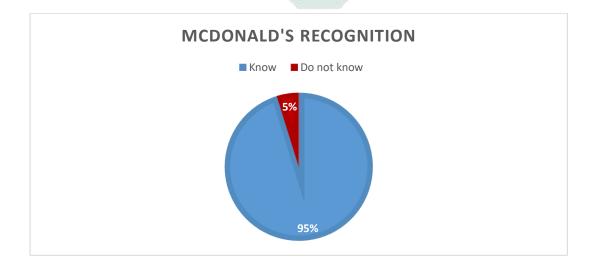


Figure 4.2 Precentages of McDonald's recognition

To analyze brand awareness the data in the diagram above shows the recognition of the McDonald's brand to respondents, there are 95% of the 21 respondents answered "Know" the

McDonald's and 5% of the 21 respondents answered "Do not Know" about the McDonald's. Thus, it can be said that McDonald's is more widely recognized by the public.

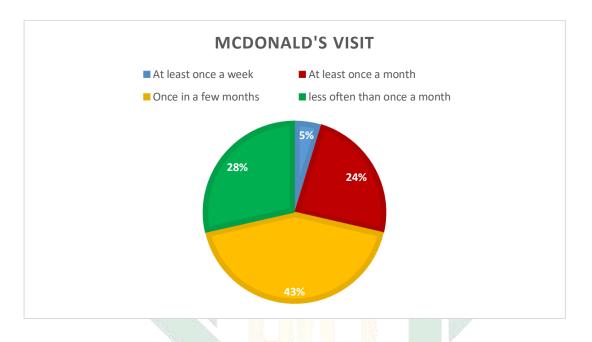


Figure 4.3 Precentage of McDonald's visited

Although most of the respondents know McDonald's, that does not mean they also often or every day visit McDonald's to eat, from the data presented in the diagram there are 6% of 21 respondents visiting McDonald's at least once a week, 24% of 21 respondents visiting McDonald's at least once within a month, 43% of 21 respondents visit McDonald's at least once in several months, and 28% of 21 respondents visit McDonald's less frequently than once in several months, from the data above, the number of respondents visiting McDonald's has several possibilities that they order the same or different menus when visiting McDonald's. Thus, the researcher knows how familiar the respondents are with the McDonald's menu even though they only mention the name of the menu.

Researcher have collected data on 55 McDonald's English menus, the data consists of food, beverage and dessert menus. From these four brand awareness levels there are 4 menus that reach the Top of Mind level including Double Cheese Burger with a percentage of 52.4% with 11 respondents, Mc Flurry feat Oreo with a percentage of 66.7% with 14 respondents, Mc

Flurry Choco with a percentage of 47.6% with 10 respondents, and French Fries with a percentage of 47.6% with 10 respondents, it means he four menus are well known and popular by the respondents.

One level below is the Brand Recall level, which includes Cheeseburger, Beef Burger Deluxe, McSpicy, McNuggets, and Ice Cream Cone with a percentage of 28.6% with 6 respondents, and Coca Cola Mc Float with a percentage of 33.3% with 7 respondents.

The menus that categorized as Brand Recognition level are Saussage McMuffin, Chicken Muffin With Egg, Big Breakfast, Korean Soy Garlic Wings, Chicken Burger, Fanta McFloat, Iced Coffee, Iced Coffee Float, Strawberry Sundae, Happy Mea 4 pcs McNugget, Mango Frappe, Choco Frappe and Cheese Stick with a percentage of 14.3% with 3 respondents. Then Egg Muffin, Sussage McMuffin with Egg, Peanapple Punch Fizz, and Hazelnut Frappe with a percentage of 9.5% with a total of 2 respondents. Then Chicken Muffin, Big Mac, Beef Burger, McChicken, Fruit Tea Lemon, Apple Pie, and Choco Marsmallow Pie with a percentage of 23.8% with a total of 5 respondents. The next menu is Beef Prosperity Burger with a percentage of 19% with 4 respondents. And Saussage Wrap, Breakfast Wrap, Hashbrown, Five cheeses steak burger, Cheeseburger Deluxe, Chicken Snack Wrap, Chicken Fingers, Honey garlic fish rice Mcd, Choco Top and Matcha Frappe with a percentage of 4.8% with 1 respondent.

There are 3 menus that occupy the Unaware Brand level, namely Fish Prosperity Burger, Fish Snack Wrap, and Fish Fillet Burger, which have a percentage of 0%, it means that these three menus are not sufficiently recognized by respondents.

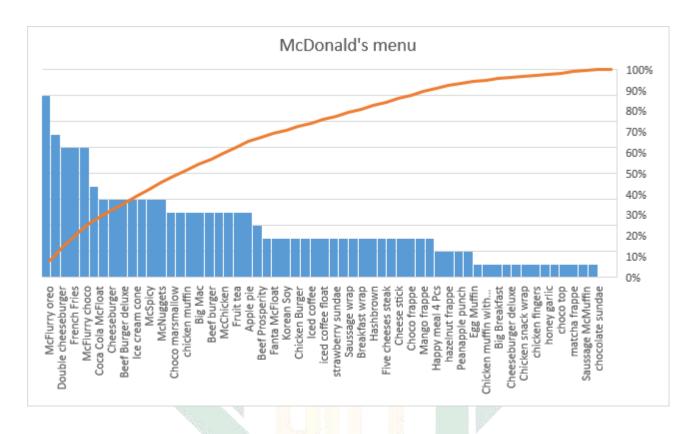


Figure 4.4 Brand awareness level of McDonald's menu

1.2 Discussion

In this sub-chapter, the researcher analyzes the finding which consists of three research problems, as this research is a semiotic study that covers signs, the researcher uses the McDonald's English menu as the subject for analysis, First find the signifier and signified, based on research Halid (2019) concludes that the concept of signifier and signified is about interpreting the sign, however this study reveals that the signifier and signified of the McDonald's menu have different perceptions in terms of unique words as menu titles, descriptions generally as a "signifier" and an explanation of the shape, color in detail as a "signified". Second, the messages conveyed on the McDonald's menu have several product similarities with different modifications of the ingredients, the messages are explained symbols through written texts on the menu not visually illustrated, like "muffins" in general which have a shape like cupcakes and have a different sweet taste, but McDonald's "muffins" which have a flat shape and have a savory taste. The third analysis of brand awareness that contained four

level, as the previous study on the Yamaha Mio Sporty (Suciningtyas, 2012), famous retail brand Zara (Herliza & Saputri, 2016) and famous brand Nike (Laditya Magdalena & Dharmanto, 2020) which mostly revealed buyer satisfaction with a product, however in the brand awareness analysis of the McDonald's English menu, 21 respondents had a different recognition to the McDonald's menu and some McDonald's menus also occupies the lowest level or Unaware Brand which the menu does not have special characteristics, it means that the menu is not recognized at all in terms of words, colour as the symbols by the respondent, however around 4 menus occupies the highest level Top of Mind which the menu have a special characteristics such as the word "Mc" as symbol. Thus, McDonald's menu that have a unique word as the characteristics more easier to recognized by consumers.



CHAPTER V

CONCLUSION AND SUGGESTION

Resarcher shows the last chapter of this research, there are conclusion and suggestions.

5.1 Conclusion

This study aims to analyze the study of semiotics from a different point of view by analyzing the study of semiotics focus on linguistics, especially unique words with the subject of research on the English menu from McDonald's, from the analysis of semiotic studies through the three research problems, it can be concluded that unique words used in the McDonald's menu in the form of a menu tittle are signifiers and product detail are signified that have different perceptions, thus the messages conveyed by signifier and signified found that describe colours, shapes and sensations or taste without seeing pictures or symbols, but indirectly convey the symbol itself just through these unique words. However, the brand awareness analysis data also proves the recognition of the McDonald's menu to McDonald's menus are sufficiently recognized by the public with four levels of brand awareness. Therefore, the researcher succeeded in finding and analyzing semiotic studies with only words or language focus, and the results of semiotic research with brand awareness analysis, the menu that occupied the Top of Mind level on most menus has the unique word "Mc" which indicates an ownership or characteristic of McDonald's, also the word "Mc" is a sign that symbolizes the McDonald's brand and it is menus.

5.2 Suggestions

In this chapter the researcher linking that not all semiotic studies must be examined using visual images, icons or symbols but can also use words as data. Therefore, in the future researchers are expected to establish the parameter of uniqueness, due to this result, it will create possibility that Brand Awareness is not pure decided by the uniqueness of words.

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