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

## THESIS



UIN SUNAN AMPEL
S U R A B A Y A

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ABSTRACT<br>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


#### Abstract

ABSTRAK

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.


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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## 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 21 st 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 ?

## 

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 avalable

### 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) thedefinition of dyadic is oneway 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 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 |


|  | $>$ Unique word based McDonald's symbol |
| :--- | :--- |
| $\square$ | $>$ Unique word based on word structure (researcher preference) |

Table 3.2 Brand Awareness Level

| Unique Word | Level |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Unaware <br> Brand | Brand <br> Recognition | Brand Recall | Top of Mind |
| English menus of McDonald's |  |  |  |  |
| $9$ | $10$ | $A$ | $\mathrm{H} \quad \mathrm{l}$ | 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 |
| Chicken McMuffin | Muffins stacked with fried chicken filling |
| The words Chicken and Muffin are nouns, the words Chicken McMuffin are (signifier) in the form of sound and Muffins stacked with fried chicken filling is a complete concept through ingredients, shape and colour (signified) <br> the word "Mc" is categorized as a unique word that represents the McDonald's symbol | This McDonald's menu conveyed almost like a shape of burger, this menu is a warm English muffin covered in mayonnaise sauce with processed chicken meat that is fried to golden brown and this menu is available from 5-11 am. |

## 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) <br> 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 available 5-11 am. |

## Data 3 : Egg McMuffin

| A T | SIGN |
| :---: | :---: |
| Signifier > sound | * $\quad$ Signified > concept |
| Egg McMuffin | Muffins stacked with fried melted egg |
| The words Egg and Muffin are nouns, the words Egg McMuffin are (signifier) in the form of sound and Muffins stacked with fried melted egg is a complete concept through ingredients, shape and colour (signified) <br> The word "Mc" is categorized as a unique word that represents the McDonald's symbol | Egg McMuffin conveyed a menu made of patty but has a different filling, this menu is added with halfboiled eggs and smoked chicken meat and a slice of cheese This menu is also available from 5-11 am |

$\square$

Data 5 : Saussage McMuffin with Egg

| SIGN |  |
| :---: | :---: |
| Signifier > sound | Signified > concept |
| Saussage McMuffin with Egg | Muffins stacked with sausage and melted egg $\qquad$ |
| Saussage McMuffin with Egg is sound as (signifier), Muffin stacked with saussage and melted egg is complete concept of shape, colou and ingredients of Saussage McMuffin or as (signified). <br> The word "Mc" is categorized a uniqueness because "Mc" is symbo of McDonald'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 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) <br> The words "Breakfast Wrap" are combination of noun and verb which | This menu is made of smoked chicken meat with scrumble egg, cheese and soft tortilla skin that has been Grilled, smoked chicken and scrumble egg ingredients describe |


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

## Data 10 : Hashbrown

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

## Data 11: Big Mac

| SIGN |  |
| :---: | :---: |
| Signifier > sound | Huge portion of hamburger with extra meat |
| Big Mac | Signified > concept |
| $>$ The words "Big Mac" are sound as |  |
| (signifier) and Huge portion of <br> hamburger with extra meat are the | two layers of beef grilled with special <br> sauce and sprinkled with pickles, |
| concept of shape, colour and <br> ingredients of Big Mac as (signified). | onions, cheese and additional lettuce <br> mixed in the middle of the toasted <br> 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). <br> 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

| $T \Gamma N$ |  |
| :---: | :---: |
| Signifier > sound | Signified > concept |
| McSpicy | Hamburger with spicy chicken filled |
| McSpicy is a sound as (signifier), and Hamburger with spicy chicken filled are the concept of shape and ingredients of McSpicy as (signified). <br> The word "Mc" is categorized as uniqueness because Mc compare with adjective "spicy" describes a | McSpicy is a hamburger from McDonald's whose filling is made of $100 \%$ boneless chicken meat with special seasonings and black pepper which is then topped with flour and crispy fried, with extra vegetables in it and spicy sauce. |


| flavour, and the word Mc is <br> McDonald's symbol. |
| :--- |

## Data 22 : McChicken

| SIGN |  |
| :---: | :---: | :---: |
| Signifier > sound | Burger with chicken crispy |
| McChicken | Signified > concept |

Data 23 : McNuggets

| - 1 - | SIGN - |
| :---: | :---: |
| Q T T | P |
| Signifier > sound | S 1 Signified > concept |
| McNuggets | Fried Chicken Nuggets |
| McNuggets is a sound as (signifier), and Fried chicken nuggets are concept to described shape, colour and ingredients of McChicken as (signified) <br> The word "Mc" is categorized as uniqueness because Mc compare with noun "nuggets" describes a | McNuggets are processed chicken meat with spices and flour which is covered with bread crumbs and fried until crispy. McNuggets are served in a variety of options 4,6 and 9 pcs using sweet \& sour or barbeque sauce which makes this menu more special. |

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" are the sound as (signifier), and Burger with fried fish fillet are concept that describes shape and ingredients of the menu as (signified). <br> 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 | The Fish Prosperity Burger conveyed a pile of patty containing Tilapia fish fillets with onions, black pepper sauce and sprinkled with sesame on top of the burger. |

## Data 30 : Honey Garlic Fish Rice Mcd

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


| honey sauce are concepts of <br> ingredients and shapes as (signified) | with McDonald's honey Garlic sauce, <br> this sauce is made of black pepper, |
| :--- | :--- |
| $>$ | "Honey Garlic Fish Rice" cannot be <br> categorized as uniqueness but the |
| honey and sliced onions that make <br> word "McD" which is categorized as <br> unique because it describes this menu <br> is the symbol of McD | 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 as (signifier) and iced soda with peanapple flavour are the concept as (signified). <br> The words "punch" and "fizz" are adjectives that are categorized as uniqueness because these two adjectives describe taste as a symbol of the menu | Pinneaple punch fizz is a yellow drink made from soda with pineapple flavour and nata De coco with ice, the unique word "punch fizz" is used to describe this menu that is bubbly because of the soda in it and when you drink it makes someone's tongue like it is pinched. |

## 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 sounds as (signifier) and Black soda with vanilla ice cream topping are the | Coca Cola McFloat is a McDonald's menu made of soda with ice cubes and ice cream on top, the use of the unique word float in this menu has an |


| concepts of shape and ingredients of | exaggerated impression which this |
| :--- | :--- |
| Coca Cola McFloat as (signified). |  |$\quad$| menu looks special even though it is |
| :--- |
| $>$ |$\quad$| The word "Mc" is categorized as |
| :--- |
| uniqueness because Mc is symbol of |
| McDonald"s |$\quad$|  |
| :--- |

## Data 34 : Fanta McFloat

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

Data 39 : Fruit tea Blackcurrant McFlurry with Jelly

| Signifier > sound |  |
| :---: | :---: |
| 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 <br> Blackcurrant flavour are concepts <br> that describes ingredients of the menu |
| with roping jelly and Froot loops, if <br> as (signified). | McDonald's creates a dessert |
|  | McFlurry feat oreo and McFlurry |
|  | Choco, this menu is produced with a |


| $>$ The word "Mc" is categorized | sensation of fresh fruit taste and full |
| :--- | :--- |
| uniqueness because Mc is symbol of <br> McDonald's, and "flurry" is an | of purple color, pink and yellow |
| predominate. <br> adjective that describes a situation of <br> snowfall. |  |

## 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). <br> 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 |

## 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 |  |
| with cocoa powder are concepts that |  |$\quad$| McFlurry Choco is soft vanilla ice |
| :--- |
| 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

## Data 44 : Strawberry Sundae

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

## 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

|  | SIGN |
| :---: | :---: |
| Signifier > sound | Signified > concept |
| Mango Frappe | Iced with Mango Flavour |
| The words "Mango Frappe" are sounds as (signifier), and Iced with Mango Flavour are the concepts of ingredients and colour of the menu as (signified). <br> 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 | Mango Frappe is a mixture of mangoes mixed with ice cubes and becomes a quite refreshing drink at McDonald's. |

## 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

|  | SIGN |
| :---: | :---: |
| Signifier > sound | Signified > concept |
| Hazelnut Frappe | Iced with hazelnut flavour |
| The words "Hazelnut Frappe" are sounds as (signifier), and Iced with hazelnut Flavour are the concepts of ingredients and colour of the menu as (signified). <br> 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 | Hazelnut Frappe is a mixture of Hazelnut pasta and milk mixed with ice cubes and becomes a sweet drink at McDonald's. |

## Data 3 : Matcha Frappe

| SIGN |  |
| :--- | :---: |
| Signifier > sound |  |
| Matcha Frappe | Signified > concept |

> 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
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. $\square$

## 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.

## Diast: : ce fulury chape N SUNAN AMPEL

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
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 McDonaId's are childrens to adults aged 2 to more than 40 years, McDonaId'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 McDonaId'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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