

**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**

BY

DIXY PUTRI WARDHANI

REG. NUMBER A93219087

ENGLISH LITERATURE DEPARTMENT

FACULTY OF ADAB AND HUMANITIES

UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA

2023

DECLARATION

I am the undersigned below

Name : Dixy Putri Wardhani
NIM : A93219087
Department : English Literature
Faculty : Adab and Humanities
University : UIN Sunan Ampel Surabaya

Declare that the thesis entitled:

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Dixy Putri Wardhani

Reg. Number A93219087

APPROVAL SHEET

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

by

Dixy Putri Wardhani

Reg. Number A93219087

Approved to be examined by the Board of Examiners of English Literature Department,
Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, 24 Februari 2023

Advisor 1



Tristy Kartika Fi'aunillah, M.A
NIP. 199303182020122018

Advisor 2



Prof. Dr. A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Acknowledged by
The Head of the English Literature Department



Endratno Pilih Swasono, M.Pd
NIP. 197106072003121001

EXAMINER SHEET

This is to certify that the *Sarjana* thesis of Dixy Putri Wradhani (Reg. Number A93219087) entitled **Unique Words Found In Indonesian McDonald's English Menu as a Form of Brand Awareness: A Study of Semiotics** has been approved and accepted by the board of examiners for the degree of *Sarjana Sastra (S.S.)*, English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, 4 April 2023

Board of Examiners:

Examiner 1



Prof. Dr. A. Dzo'ul Milal, M.Pd.
NIP. 196005152000031002

Examiner 2



Murni Fidiyanti, M.A.
NIP. 198305302011012011

Examiner 3



Endratno Pilih Swasono, M.Pd.
NIP. 197106072003121001

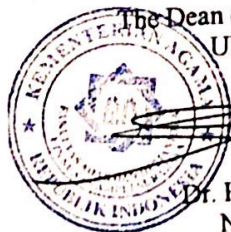
Examiner 4



Tristy Kartika Fi'aunillah, M.A.
NIP. 199303182020122018

Acknowledged by:

The Dean of Faculty of Adab and Humanities
UIN Sunan Ampel Surabaya



Dr. H. Mohammad Kurjum, M.Ag
NIP. 196909251994031002



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KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpustakaan@uinsby.ac.id

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Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Dixy Putri Wardhani
NIM : A93219087
Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris
E-mail address : dixyputri@gmail.com

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(Dixy Putri Wardhani)

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

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.

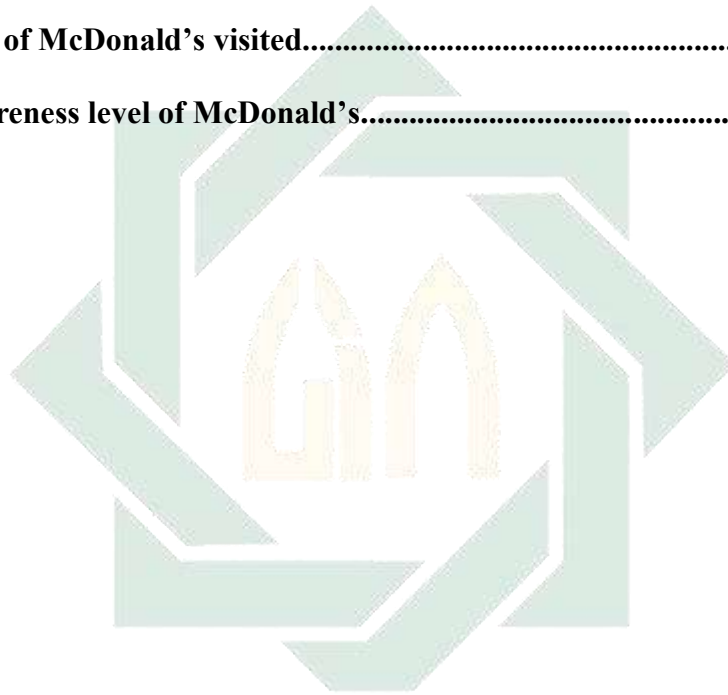
Kata Kunci: semiotika, kata kata unik, menu McDonald's, brand awareness

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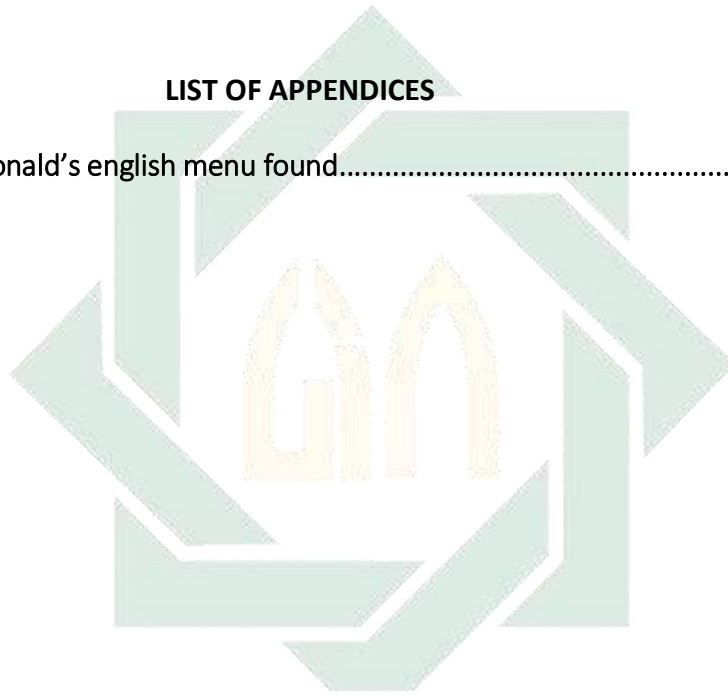
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CHAPTER I

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 Baswedan'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 *tingkeban* 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

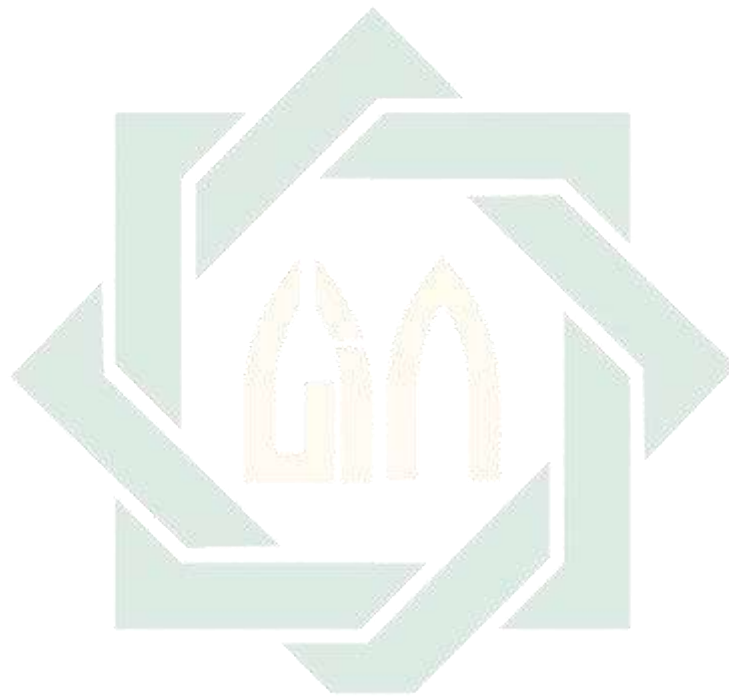
be recognized by the public where when the characteristics are mentioned, a person will begin to think and recognize the brand both in terms of logo, color and writing. Brand Recall stage where a brand is easily recognized, even when someone mentions general things about an object the target market can 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.



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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.

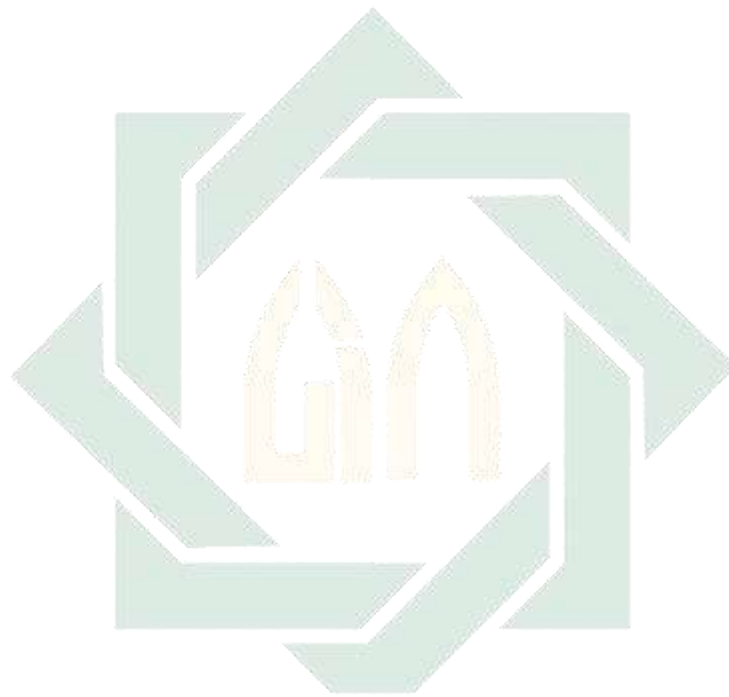
3.2.2 Subject of the Study & Data Sources

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.

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

Data 1	Chicken McMuffin	Data 28	Fish Snack Wrap
Data 2	Sausage 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	Pinneapple Punch Fizz
Data 5	Sausage McMuffin with Egg	Data 32	Fruit Tea Lemon
Data 6	Sausage 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

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.



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Data 2: Sausage McMuffin

SIGN	
Signifier > sound	Signified > concept
Sausage McMuffin	Muffins stacked with sausage
<ul style="list-style-type: none"> ➤ The words Sausage and Muffin are nouns, the words Sausage 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 	<ul style="list-style-type: none"> ➤ Muffin conveyed a cake almost the same as cupcakes but the ingredients are different, Sausage 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

SIGN	
Signifier > sound	Signified > concept
Egg McMuffin	Muffins stacked with fried melted egg
<ul style="list-style-type: none"> ➤ 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) ➤ The word “Mc” is categorized as a unique word that represents the McDonald's symbol 	<ul style="list-style-type: none"> ➤ Egg McMuffin conveyed a menu made of patty but has a different filling, this menu is added with half-boiled eggs and smoked chicken meat and a slice of cheese This menu is also available from 5-11 am

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Data 5 : Saussage McMuffin with Egg

SIGN	
Signifier > sound	Signified > concept
Sausage McMuffin with Egg	Muffins stacked with sausage and melted egg
<ul style="list-style-type: none"> ➤ Sausage McMuffin with Egg is a sound as (signifier), Muffin stacked with sausage 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 McDonald’s 	<ul style="list-style-type: none"> ➤ 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
<ul style="list-style-type: none"> ➤ The words Breakfast Wrap is a sound as (signifier), and Fried chicken, egg and vegetables with tortillas are concept (signified) ➤ The words “Breakfast Wrap” are combination of noun and verb which 	<ul style="list-style-type: none"> ➤ This menu is made of smoked chicken meat with scramble egg, cheese and soft tortilla skin that has been Grilled, smoked chicken and scramble egg ingredients describe

Data 14: Beef Prosperity Burger

SIGN	
Signifier > sound	Signified > concept
Beef Prosperity Burger	Burger with roast beef
<ul style="list-style-type: none"> ➤ 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 	<ul style="list-style-type: none"> ➤ 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

SIGN	
Signifier > sound	Signified > concept
McSpicy	Hamburger with spicy chicken filled
<ul style="list-style-type: none"> ➤ McSpicy is a sound as (signifier), and Hamburger with spicy chicken filled are the concept of shape and ingredients of McSpicy as (signified). ➤ The word “Mc” is categorized as uniqueness because Mc compare with adjective “spicy” describes a 	<ul style="list-style-type: none"> ➤ 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.

shape of nugget, and the word Mc is McDonald's symbol.	
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Data 27 : Fish Prosperity Burger

SIGN	
Signifier > sound	Signified > concept
Fish Prosperity Burger	Burger with fried fish fillet
<ul style="list-style-type: none"> ➤ 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). ➤ 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 	<ul style="list-style-type: none"> ➤ 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	Rice bowl with fried fish fillet and honey sauce
<ul style="list-style-type: none"> ➤ The words “Honey Garlic Fish Rice Mcd” are the sound as (signifier), and Rice bowl with fried fish fillet and 	<ul style="list-style-type: none"> ➤ Honey Garlic Fish Rice McD, this menu is hot rice in a bowl with pieces of crispy tilapia fish that have been fried until golden brown and topped

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,

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.



UIN SUNAN AMPEL
S U R A B A Y A

CHAPTER V

CONCLUSION AND SUGGESTION

Researcher 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 title 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.

