

**SEMIOTIC ANALYSIS OF MCDONALD'S PRINTED
ADVERTISEMENT**

THESIS

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ABSTRACT

Uraida, Siti. 2014. **Semiotic Analysis of McDonald's Printed Advertisement.** Study Program of English Language and Literature, Faculty of Cultural Study, Universitas Brawijaya. Supervisor: Iis Nur Rodliyah, Co-Supervisor: Emy Sudarwati.

Keywords: Semiotic, printed advertisement, sign, icon, symbol, index, connotation, myth

Printed advertisement has a promotional function as medium to advertise a product. It implicitly persuades people to create demand of product which is being advertised. In this study, the writer uses printed advertisement of McDonald's fast food company as the object. The printed advertisement was analyzed by using Semiotics study. There are seven printed advertisements that were analyzed in this study. All of the printed advertisements taken were under different themes of promotions. The themes are promotions on Opened New Store, Birthday Party, McBreakfast, Coffee, French Fries, Burger and Milkshake. There are three questions to be answered: (1) What are the semiotic signs found in McDonald's printed advertisements?; (2) What are the connotations found in McDonald's printed advertisements?; (3) What kind of mythical signification could be interpreted in McDonald's logo?.

This study uses qualitative approach by document analysis because the study focuses on identifying sign, interpreting connotation and interpreting myth found in McDonald's printed advertisements. The writer collected the data by looking at the verbal and visual sign contained within the McDonald's printed advertisements. In analyzing the data, the writer applied Peirce's typology of sign theory and also Barthes' connotation and myth theories.

The writer found that there were 66 signs in total consisting of 30 icons, 14 indexes and 22 symbols. Most of the connotation meanings of the printed advertisements reflect a certain messages related to the theme or product that is promoted. Each sign has a very important role to build up expected additional idea of the advertisement. It has function to make clear, support and strengthen up a particular message. The logo of McDonald's is considered to have strongest mythical signification because it always appears on all of McDonald's advertisements. Moreover, by the time goes on the yellow colored capital letter "M" contains the myth of American culture way of life in terms of eating and daily habits which lead Americans to be quick in anything.

The writer suggests that the next researchers conduct a study on semiotics by using another form of advertisement. The next researchers are also suggested that they use some other theories to gain better understanding about semiotics.

ABSTRAK

Uraida, Siti. 2013. **Analisis Semiotika pada Iklan Cetak *McDonald's***. Program studi Sastra dan Bahasa Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Emy Sudarwati.

Kata Kunci: Semiotika, iklan cetak, tanda, ikon, simbol, indeks, konnotasi, mitos

Iklan cetak mempunyai fungsi sebagai media untuk mempromosikan suatu produk. Secara implisit, iklan mengajak masyarakat untuk membeli suatu produk tertentu. Dalam penelitian ini, penulis menggunakan iklan cetak restoran cepat saji *McDonald's* sebagai objek penelitian. Semua iklan cetak akan dianalisa menggunakan pendekatan semiotika. Terdapat tujuh iklan cetak yang akan dianalisa dalam studi ini. Semua iklan cetak berasal dari tema promosi yang berbeda. Tema-tema tersebut adalah Pembukaan toko baru, Ulang Tahun, *McBreakfast*, *McCafee*, *IdulFitri*, *Halloween* and *Milshake*. Ada tiga rumusan masalah dalam penelitian ini: (1) apa tanda-tanda semiotika yang dapat ditemukan dalam iklan cetak *McDonald's*?; (2) apa makna konotasi yang terkandung dalam iklan cetak *McDonald's*? (3) apa interpretasi mitos yang terkandung dalam logo *McDonald's*?

Penelitian ini menggunakan metode kualitatif dengan analisa dokumen karena hasil dari penelitian ini berfokus pada identifikasi tanda, interpretasi makna konotasi dan mitos didalam iklan cetak *McDonald's*. Penulis mengumpulkan data dengan melihat tanda-tanda verbal dan visual yang terdapat dalam iklan cetak *McDonald's*. Dalam menganalisis data, penulis menggunakan teori tipe-tipe tanda yang diusulkan Peirce dan juga teori makna konotatif dan mitos yang diusulkan Barthes.

Penulis menemukan bahwa terdapat 30 ikon, 14 indeks dan 22 simbol dari 66 total keseluruhan tanda. Kebanyakan makna konotatif merefleksikan pesan dan cara tertentu untuk mengungkapkan tema produk. Tiap tanda mempunyai peran penting dalam membangun interpretasi yang diharapkan. Tanda-tanda mempunyai fungsi untuk memperjelas, mendukung dan memperkuat suatu pesan yang ingin disampaikan. Logo *McDonald's* dianggap mempunyai mitos yang paling kuat karena selalu terdapat dalam tiap iklan. Seiring berjalannya waktu huruf kapital "M" mengandung mitos dari kebudayaan Amerika dalam gaya hidup dan makanan yang membuat orang-orang Amerika menjadi cepat dalam segala hal.

Penulis menyarankan peneliti selanjutnya agar memakai iklan dalam bentuk yang berbeda sebagai objek penelitian. Peneliti selanjutnya juga disarankan untuk menambahkan teori-teori semiotika lain untuk mendapatkan pemahaman lebih tentang semiotika.

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