

## Repetitions in McDonald's Slogan

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### ABSTRACT

McDonald's is one of the fast food companies which used stylistic devices as the language strategy. The stylistic devices implemented on the analysis is repetition. The purposes of the analysis on repetition in the McDonald's advertising slogan are (1) to identify the type of the repetition and (2) to identify the language unit used in the slogan. By answering those questions hopefully, the readers can make a slogan containing repetition as the language strategy. This research implemented qualitative method; the method is used to qualify the slogans that consist of repetition. There are 10 data of McDonald's repetition slogans. The results discover three different types of repetition and two language units used in the repetition of the slogan. The research concludes that repetition is used as a particular strategy in McDonald's slogan in order not only to attract customer's attention or convey the message but also to bear in their mind about the image of McDonald's.

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**Keywords:** Repetition, slogan, McDonald's

### 1. INTRODUCTION

Repetition is one of the stylistic devices used in measuring advertising particularly slogan. According to Sari (2018) repetition is mostly used for persuading. Cachiappo and Petty (1989) add, repetition can influence the readers to deal with the message, it will be effective, as long as the amount is right and unconsciously the readers will accept the message. Another characteristic of repetition is making an idea clearer and more memorable (Literary Devices, 2013). Therefore, repetition can be used as one of the language strategies in advertising industry especially in making slogans.

Based on Urdang and Robbins (1984) "slogan is a group of words that promise a reward in a dramatic way which is easy to read, easy to say and easy to remember". Kohli and Lauthesser and Suri (2007) add "slogan along with brand name and logo are three key components of brand identity that establish companies". As one of the key components, a

slogan becomes an important thing in advertising industry. With a proper use, a slogan which reflects the brand can be used to attract public attention.

Khalid and Yasmeen (2017) divided proper slogan into four categories such as “a statement on the specific features of product or service. It is worth repeating and helps the consumer to recall the product. It is important to the audience to remember the product. It is easy to remember.” Therefore, we can assume language or word takes a significant role to fulfill all the categories, with proper combination of words, a good slogan will be produced.

The importance of slogan in advertising triggered the researcher to analyze the stylistic devices and language units used in the slogan. Even though there are also several similar studies conducted by previous researcher that related to this research such as: Munthe and Lestari (2016) who conducted “The Impression of Rhetorical Devices in Wendy’s Taglines”. The research focuses on the impression obtained by the reader, after reading the tagline. Another research conducted by Tiara Oktaviani (2019) “An Analysis Metaphor’s in Cosmetics Advertisement Slogan” focus on the slogan which consist the metaphor in cosmetics advertisement industry.

Both researches use rhetorical device on their research, the first one used it as general, but the second one focus on the metaphor. Meanwhile this research focus on the repetition, which is also one of the rhetorical devices. As well repetition can be used as the language strategy. The repetition will be applied to analyze the McDonald’s slogans as one of the companies in fast food industry.

The stylistic devices or known as rhetorical devices are applied to this research because it offers what advertisers need. Leech and Short (2007) argue stylistic focus on what language is used, by knowing “for what” language is used can help us determine which word or group of words can be used to convey the message.

Stanciu (2009) adds repetitions is a grammatical phenomenon with syntactic, morphologic and stylistic implication. Fromkin and Rodman (1998) argue that morphology is a study of word formation and the internal structure of words. Meanwhile Lutz (2012) said Syntactic approaches are often considered in principle inferior to semantic approaches, which are based on formalizations with the help of structures. Both studies are related to how a word form which leads to the structure then produce meaning with associated with the study of semantic.

In this case, the research focuses on finding out (1) the type of repetition and (2) the language unit. In this research, the researcher used McDonald's slogans as the data. The reasons for choosing McDonald's as the data are (1) McDonald is one of the companies which has so many franchises around the world, so it can be assumed as one of the biggest companies in fast food industry. (2) success on making a memorable slogan. One of the most famous slogans by McDonald's is I'm lovin' it. As mentioned by Hogan (2016) "over the past 13 years, "I'm Lovin' It" has gone on to become by far the longest-running McDonald's slogan in history". There are also websites such as cleverism.com and qualitylogoproducts.com who included McDonald's slogan "I'm Lovin' it" to the list of memorable slogans.

## **2. RESEARCH METHOD**

This research uses qualitative approach because it focuses on the word and meaning. According to Hancock, Elizabeth, and Kate (2009) qualitative research is used for broaden our understanding about how things came to be the way they are in our social world. Qualitative method is also a method, which produces descriptive data in the form of written or spoken words from people and their observed behavior (Bogdan and Taylor in Moleong, 2004).

After analyzing the slogans owned by McDonald's, 10 slogans were found to be used in research. Slogans are analyzed by seeing whether the slogan contains repetition or not. All of the data for this research was taken on July 2020, the sources of the data are taken from several websites such as nbcnews.com and youtube channel such as: archivodichiara, Cheesecafe, Bart de Kool, Matt Healey, PhakeNam, riccardodeeb, and ゆさみさくら. Therefore, McDonald's has created so many slogans in various countries. Argentina, Australia, English, Czech Republic, Japan, and New Zealand are some countries that uses the slogan.

The data are collected through the following steps: (1) writing down the keyword on google "list of McDonald's slogans". (2) open the top recommendation website. (3) go to the slogan section. (4) read and analyze which slogan contains the repetition. (5) used the English version of the slogans. (6) after the slogan is analyzed, make sure the slogan is original. (7) After validating the originality, copy the slogan that consist the repetition to

google search. (8) click the video recommendation then watch the video to recheck the slogan. (9) after knowing the slogan is real, the slogan can be used as the data.

### 3. RESULTS AND ANALYSIS

The data obtained from McDonald's slogan as follow:

Table 1. Type of repetition and language unit

No	Slogan	Type of Repetition	Language Unit
1	This is value. This is McDonald's	Anaphora	Clause
2	Love a Burger, Love a McDonald's	Anaphora	Phrase
3	Bacon bacon bacon	Epizeuxis	Phrase
4	Good food, good value	Anaphora	Phrase
5	You want it, need it, you gotta have a taste of McDonald's burgers	Epiphora	Clause & Phrase
6	What you want is what you get	Anaphora	Clause
7	It's what I eat and what I do	Anaphora	Clause
8	Every time a good time	Epiphora	Phrase
9	Full of goodness, full of value	Anaphora	Phrase
10	Make every day a McDonald's day	Epiphora	Phrase

There are 10 slogans from McDonald's which consist repetition on it. There are several types of repetition used by McDonald's such as: anaphora, epizeuxis, and epiphora. Anaphora becomes the most used type of repetition with 6 data. Epiphora follows with 3 data, and epizeuxis becomes the least used type of repetition with 1 data.

The other finding shows the language unit used by McDonald's slogans. The slogans are formed by phrases and clauses. The phrase becomes the most used language form with 6 data. Besides, a clause with the least amount with only 3 data. There is also one data used the combination of clause and phrase.

#### 3.1. Anaphora

Anaphora is a type of repetition where the repetition is about a word or group of words in the beginning of clause or phrase. There are six McDonald's slogans applying the anaphora as follows: This is value. This is McDonald's (slogan 1), Love a Burger, Love a McDonald's (slogan 2), Good food, good value (slogan 4), What you want is what you get (slogan 6), It's what I eat and what I do (slogan 7), Full of goodness, full of value (slogan 9). The slogan 1 is repeated phrase "this is". One of the characteristics of repetition is to emphasize something. The use of this characteristic is used in slogan 1. The slogan is formed by two clauses. Slogan 1 can be categorized as a clause because it has subject and verb. The first clause is "this is value", "this" is a subject of the clause, and "is" is the verb.

The second clause is “this is McDonald’s”, the subject and verb of the clause are “this” and “is”. The use of pronoun “this” which refers to the brand itself wants to show the relation that McDonald’s as a brand has a value.

Both of the clauses are independent clauses. Independent clause or known as the main clause is a simple sentence. Independent clause is a clause that consists of subject and verb, it can stand by its own and also has a complete thought. Independent clause suits the slogan, besides having a complete thought which can clearly deliver the message or purpose of the slogan. It also makes the slogan shorter so the slogan will be easier to remember.

While slogan 2 is published in 1981, the slogan is used in Australia and New Zealand. The slogan is repeated phrase “love a”. The slogan 2 plays with the reader’s emotions which leads into the suggestion. The purpose of word “love” which is associated with the emotions is to get the reader’s emotions after the readers carried away emotion the suggestion added. The slogan 2 is formed by two phrases. Phrase is a group of words without subject and verb component. The first phrase is “love a burger” which is a verb phrase and the second phrase is “love a McDonalds” which is also the verb phrase. Verb phrase is a phrase that verb becomes the head. The use of phrase makes the reader focus on the head of phrase which modifier will become the explanatory or adding information.

The repeated word in slogan 4 is “good”. In this slogan, the anaphora is used to make the slogan easy to remember. The use of repetition in this slogan makes fewer words to remember so the readers will be easier to remember the slogan. Besides, the slogan 4 also used the word that related to emotion such as “good”. Slogan 4 is formed by two phrases. Phrase is a group of words without subject and verb component. The first phrase is “good food” which is a noun phrase and the second phrase is “good value” which is also the noun phrase. Noun phrase is phrase which noun becomes the head. The slogan shows the relation of cause and effect, because the food is good so it has a good value. So, the slogan classifies good food as a value

The slogan 6 repeats the phrase “what you”, as mentioned before that the use of repetition provides an emphasis on the idea which will give a convincing impression. Therefore, slogan 6 used anaphora to emphasize the idea and convince the readers about their idea. Different from slogan 2 and 4, slogan 6 formed by two clauses. Clause is a group of words containing a subject and a verb. The first clause “what you” is a subject of the clause and “want” as the verb. The second clause has the same subject but the verb is

“get”. Noun clause can be used as a subject or object, but noun clause is a dependent clause. Dependent clause is a clause that cannot stand alone as a complete sentence because dependent clause does not convey a complete thought even though it has a subject and a verb. Hence the relation builds by the clause is explaining each other. The slogan describes what the reader’s want is what he got.

Besides, slogan 7 is repeated the clause “it’s what I”. Different from other slogans, slogan 7 reduced the subject in the following clause. The second clause should be “it’s what I do”, but because it has the same subject so the subject is reduced. The reduction was done to make the slogan more effective. Slogan 7 is formed by two clauses. The first clause is “it’s what I eat”, “it” is a subject of the clause, and “is” is the verb. The second clause is “it’s what I do”, the subject and verb of the clause are “it” and “is”. Both of the clauses are independent clause, two independent clauses with conjunction in between is a characteristic of compound sentence. Independent clause is a clause consist of subject and verb, it can stand by its own and also has a complete thought.

The last slogan using anaphora is slogan 9, the slogan repeated phrase “full of”. Another characteristic of anaphora is exhibited by slogan 9 which is cause and effect. The cause is full of goodness and the effect is full of value. So, the slogan wants to show the readers if it is full of goodness then it is full of value. The slogan is formed by two phrases. The first phrase is “full of goodness” which is a noun phrase and the second phrase is “full of value” which is also the noun phrase. Noun phrase is phrase which noun becomes the head. In this slogan the words goodness and value are the head. then the repeated phrase is the modifier which becomes the explanatory or adding information.

Therefore, there are several reasons for applying anaphora in the slogans. Firstly, anaphora purpose is to emphasize the ideas. Then anaphora can carry the emotions, as used on the slogan 2 and 4. Also makes the slogan easier to remember, for example, slogan 4. Another purpose is cause and effect, for example slogan 9. Anaphora can covey various purposes depending on how it is used.

### **3.2. Epizeuxis**

Epizeuxis is a repetition of the same word or phrase without any words in between. There is one McDonald’s slogan applying the epizeuxis such as: Bacon bacon bacon (slogan 3). The slogan 3 is formed by a group of words; the repeated word is “bacon”. The slogan published in 2007, this slogan is a slogan for one of the McDonald’s menus which

is bacon. The use of epizeuxis in this slogan reinforce the ideas carried. The ideas carried in this slogan is the name of the menu which is bacon. Same as the anaphora, epizeuxis makes this slogan easier to remember, due to the few words exist. This slogan also gives a catchy impression.

A proper use of epizeuxis makes the slogan better because it fulfills all aspects of a good slogan which was mentioned in the introduction. Slogan 3 for example, the slogan easy to remember, catchy, carry the ideas, and also emphasize the ideas. The slogan is formed by one phrase. Phrase is a group of words without subject and verb component. The phrase “Bacon bacon bacon” is a noun phrase. Noun phrase is phrase in which noun becomes the head. The phrase only consists 1 same word which is bacon, so the advertiser intention is making the readers focus on the word bacon, which unconsciously the word will fill the reader’s mind.

### **3.3. Epiphora**

Epiphora is a repetition of word at the end of the following clause or phrase. There are three McDonald’s slogans applying the epiphora as follows: you want it, need it, you gotta have a taste of McDonald's burgers (slogan 5), every time a good time (slogan 8), and make every day a McDonald's day (slogan 10).

The first slogan is slogan 5. The repeated word is “it”. The slogan published in 2010 and it is still used until 2020. This slogan also the slogan for one of the McDonald’s menus which is burger, (Big Mac, Quarter Pounder, and Angus Burger). The slogan 5 purpose is persuading the readers, with involved the words carrying emotions such as : want and need the combination becomes solid. The emotion carried by words in this slogan example means the word triggered reader's desire or feeling. The slogan is formed by two clauses and one phrase. The first clause is “you want it”, “you” is a subject of the clause and want” is the verb. The second clause is “you gotta have a taste of McDonald's burgers”, the subject and verb of the clause are “you” and “gotta”. The phrase exists in this slogan is “need it”. Phrase is a group of words without subject and verb component. The phrase “need it” is a verb phrase, it is a phrase which verb becomes the head. The word “it” which refer to McDonald’s burgers act as the modifier that explain the head. The advertiser wants to describe to the readers that they McDonald’s burger is what they want and need.

The second slogan is slogan 8, slogan 8 repeated the word “time”. The common purpose of epiphora is to highlight the important word or the idea. By continuing to

emphasize certain words the readers will acknowledge the idea of the slogan. The slogan formed by two phrases. Phrase is a group of words without subject and verb component. The first phrase is “every time” which is a noun phrase and the second phrase is “a good time” which is also the noun phrase. The word time becomes the head of the phrase, and the words every and good which are the adjective word act as the modifier.

Another example is slogan 10, slogan 10 repeated the word “day”. The slogan is formed by two phrase. The phrase “make every day” and “a McDonald’s day” is a noun phrase. In the phrase “make every day” the word “make” which is a verb act as the modifier, as well as the word every which is an adjective, both modifiers explain the word “day”. In the second phrase, the word McDonald which is a noun also act as the modifier and explains the word “day”. the advertising wants to suggest the readers that they do not have to care on what day it is, because every day is McDonald’s day refer to a good time to enjoy McDonald’s.

#### **4. CONCLUSION**

Repetition as a language strategy has been proven by McDonald’s, as one of the biggest fast food companies around the world, some slogans spread in various countries used repetition to convey their message or purpose.

With the variety of stylistic devices available, repetition is used as a language strategy in the McDonald’s slogan advertising. This indicates repetition is considered as an effective strategy, in order not only to attract customer’s attention or convey the message but also to bear in their mind about the image of McDonald’s.

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