A Semiotic Analysis of Fast-Food Restaurant Advertisements

Hilma Safitri[1], Fransiska Jemian[2]*

[1,2] Universitas Pamulang

dosen00609@unpam.ac.id [*]

ABSTRACT

The aim of this study was to identify and interpret both verbal and non-verbal signs within various advertisements, exploring their denotative and connotative meanings. This study employed a qualitative approach to analyze 40 fast-food advertisements from five globally recognized brands: Subway, Burger King, KFC, Pizza Hut, and McDonald's. Data collection involved identifying advertisements, reading the text, downloading images, and underlining key words, sentences, and phrases. The data were analyzed by: (1) categorizing the signs in the advertisements into two types—verbal and non-verbal; (2) analyzing the denotative and connotative meanings of these signs using theories from Barthes (1977) and Luzar & Monica (2011); and (3) drawing conclusions based on the identified denotative and connotative meanings. The selection of Barthes' theory was aligned with the study's objective. The findings revealed a rich tapestry of signs employed to attract attention, convey messages, and persuade consumers. The results indicated the presence of 91 verbal signs, including slogans, product names, notices, and the use of capital letters, and 90 non-verbal signs, such as logos, colors, illustrations, and human imagery, within the advertisements.

INTRODUCTION

People communicate not only through verbal language but also non-verbal cues such as body language, images, and symbols. As Sariasih (2022) notes, non-verbal communication accounts for a significant portion of human interaction, with studies suggesting that it comprises approximately 65% of communication. The study of signs and their meanings, known as semiotics, provides a framework for understanding how these non-verbal cues convey meaning. Chandler (2007) defines semiotics as the study of signs, emphasizing the crucial role of signs in interpreting meaning.

Semiotics explores the relationship between the signifier (the physical form of a sign) and the signified (the concept or meaning it represents) (Saussure, 1983 as cited in Chandler, 2007). Barthes (1977) as cited in Chandler (2007) distinguishes between two levels of meaning in semiotics such as denotation and connotation. Denotation refers to the literal and objective meaning of a sign, while connotation refers to the subjective and culturally-influenced interpretations associated with the sign. In an example of a red traffic light denotatively signifies to stop, while connotatively it might also represent danger, urgency, or authority. The terms of

connotative and denotative meanings can be applied in an advertising. Hence, the relation between semiotics and advertisement lies on the rule in which some advertisements have a correlation with the semiotics in per se.

Advertising, as a form of communication, relies heavily on semiotic principles. Most companies use ads to convey messages about their products and services, aiming to attract consumers and influence their purchasing decisions. As Kotler et al., (1999) explains, advertising involves any sponsored presentation of ideas, commodities, or services through mass media. Ads are carefully crafted to appeal to consumers' emotions, desires, and cultural beliefs, often employing a combination of visual and textual elements to create a specific message. Kotler et al., (1999) further explain that advertising has three goals in product marketing such as drawing attention to the goods or services being advertised, encouraging consumers to purchase, and differentiating the business from competitors. Texts, images, music, and colors may be all used to display as advertising. A text may function as a sign to sell products. In order to fulfill the wishes of readers or customers, signs as ads such as some texts and symbols are designed to be as attractive and imaginative as possible. However, those texts and symbols may have different interpretations compared to what some customers wish to know regarding to their meaning. Some problems that may be faced by the customers such as (1) word displayed may cause confusion (Widyahening, 2015), (2) linguistically, verbal sign can be intrigue as it may have some interpretations of human in nature (Ariani, 2021), (3) animal identity may cause problems when identified as human in some ads (Manurung et al., 2020). Moreover, the majority of people today mistakenly believe that advertising only serves to sell products, but in reality, adverting seeks to tell their audience more than that. Some readers may understand the gist of the ad, but some of them might have a hard time to know the ideas behind the texts. In other words, some readers might not know some connotative meaning regarding to the message conveyed on the text.

There were some studies conducted in relation to connotative and denotative meaning. The first related study was conducted by Ishar & Irawan, n.d. in 2023 entitle *Semiotic Analysis of the Denotative and Connotative Meaning on the Beatles' Songs Lyrics*. The researchers aimed to investigate the denotative and connotative meanings embedded within the songs and to explore how these meanings align with Roland Barthes' theory of myth. Employing a descriptive qualitative research methodology, the researchers analyzed five Beatles songs, identifying 26 semiotic signs that exhibited connotative, denotative, and mythical meanings. It was found that two semiotic terms – sincerity and modesty/simplicity – were most prominent in the lyrics of the five songs analyzed. These songs could be interpreted as representations of characters, emotions, opinions, and experiences. The researchers argued that the mythical meaning emerged through the lyrics' powerful reflection of human life, touching upon various aspects of human existence.

The second related study was conducted by Jadou & Ghabra in 2021 with a title *Barthes' Semiotic Theory and Interpretation of Signs* in which they undertook a comprehensive examination of Roland Barthes' influential semiotic theory, aiming to elucidate the science of signs and provide a framework for their interpretation. The study delved into Barthes' seminal works, including *Mythologies, Elements of Semiology, The Five Codes, The Rhetoric of the Image, The Death of the Author*, and *From Work to Text*, to develop a nuanced understanding of his semiotic framework. By using a qualitative method, the researchers sought to answer the fundamental question: How can researchers effectively interpret signs using Barthes' semiotic theory? It was found that Barthes' theory operated on three distinct levels such as denotation, connotation, and mythology.

The last related study was conducted by Wafi & Effendi in 2023 with a title *Roland Barthes' Semiotics in the Poem 'Asyiq Minfalisthin' by Mahmud Darwish.* The study aimed to elucidate the multi-layered meanings embedded within the poem, drawing upon Barthes' three systems of meaning: denotation, connotation, and myth. A descriptive qualitative methodology, examining the poem through the lens of Barthes' theory and categorizing its elements into these three systems of meaning was utilized by the two researchers. The study demonstrated how Barthes' semiotic

theory can effectively uncover the multifaceted meanings embedded within a literary work. It also highlighted the power of semiotics to reveal not only the literal meaning of a text but also its deeper cultural, historical, and ideological implications.

The similarities and differences between the three related studies mentioned before lay on the followings. The first related study aimed to investigate the denotative and connotative meanings embedded within the songs and to explore how these meanings align with Roland Barthes' theory of myth. Meanwhile the second one was to elucidate the science of signs and provide a framework for their interpretation. The last was to elucidate the multi-layered meanings embedded within the poem, drawing upon Barthes' three systems of meaning: denotation, connotation, and myth. The three related studies seem to have the same perspective in accordance with the Barthes' theory in 1977 regarding to sign for semiotics interpretation. The differences were based on all the writers' own interpretations in which each writer had their own point of view to analyze their data findings.

While this paper undertakes a semiotic analysis of fast-food restaurant ads, specifically focusing on the five most prominent global chains: Subway, Burger King, McDonald's, Pizza Hut, and KFC. These chains, with their substantial presence in global markets and widespread advertising campaigns, provided a rich and relevant context for a semiotic investigation. This study aimed to explore the denotative and connotative meanings embedded within these ads, seeking to uncover the underlying messages and cultural implications conveyed through visual and textual elements. The benefit of this study may uncover some problems mentioned before such as (1) customer may not be confused regarding to words displayed on some ads, (2) a customer may be able to interpret messages conveyed in appropriate way, (3) animal identity may not cause problem to be interpreted since some customers have already had a knowledge regarding to how to interpret sign on some ads.

REVIEW OF LITERATURE

Semiotics is a study regarding to various forms such as text, images, sounds, movements, and physical objects (Chandler, 2007). Semiotics includes all scientific investigations into the creation of meaning, its interactions with other individuals, how it works, and the extent to which users receive it. In line with what Chandler (2007) says regarding to semiotics, according to Saussure (1983) as cited in Chandler (2007) sign is a part of semiotic. Meanwhile Barthes (1977) as cited in Chandler (2007) says that anything that refers to sign is called semiotics. The goal of semiotics is to decipher the hidden meaning in signs and understand how communicators construct meaning. Meaning-making during this formative development then functions as a basis for the formation of ideology in signs.

A sign has some characteristics such as informative, regulatory, configuring whereas a symbol is the type of form of sign possessing deeper meaning (Hasyim & Reyes, 2022). It indicates that all signs may have their attribute in relation to their meanings. A sign may consist of verbal and nonverbal signs. A verbal sign can be seen in term text and words (Chandler, 2007 as cited in Swarniti, 2021). While non-verbal sign is vice-verse such as gesture (Saussure, 1983 as cited in Jadou & Ghabra, 2021) and object, sound, plus image (Barthes, 1977 as cited in Jadou & Ghabra, 2021). According Saussure (1983) as cited in Sidauruk et al., (2019) a sign consists of signifier and signified. A signifier can be some objects seen such as a logo and the message interpreted is called the signified. Barthes (1977) as cited in Chandler (2007) divides sign into two levels namely denotation and connotation. The first level of significance, in his view, is denotation in which the true meaning of a sign is conveyed by its signifier, that is characterized by a high level of agreement. What happens when a sign is connected to the reader's emotions and cultural beliefs is called connotation. Barthes, (1977) as cited in Chandler (2007) designs the function of the sign as can be seen on the following table 1:

Table 1. Roland Barthes Meaning Map

Elements of Semiology, Roland Barthes (1977)		
1. Signifier	2. Signified	The first level of signification
3. Denotative Sign		
4. Connotative Signifier	5. Connotative Signifier	The second level of signification
6. Connotative Sign		

Barthes' seminal work on semiotics highlights the complex relationship between signifiers and signified, revealing how meaning is constructed through layers of interpretation. As seen in table 1, signifiers (1) directly point to signified (2), forming the denotative level of meaning. This is the literal, objective meaning that is readily accessible to anyone familiar with the sign system. However, the denotative level is not the same. (3) These denotative indicators also act as connotative markers, carrying additional layers of meaning that are culturally and subjectively derived. To illustrate, consider the symbol of a word *lion*. While its denotative meaning might be a large feline, its connotative meaning can evoke associations of ferocity, courage, and pride, depending on the individual's cultural background and personal experiences.

Barthes' theory emphasizes that connotative signs are not merely arbitrary additions to denotative ones. They are intricately intertwined, with connotative meanings emerging from and enriching the denotative level. This dynamic interplay allows for a deeper understanding of how signs communicate, revealing the complex web of cultural and personal interpretations that shape our understanding of the world. In essence, based on what Barthes in 1977 says it may be interpreted that signs are not simply static representations rather dynamic entities that carry multiple layers of meaning, inviting us to engage in a process of continuous interpretation and exploration.

In line with the perspectives of Saussure (1983) and Barthes (1977) as cited in Chandler (2007), Peirce (1931) as cited in Chandler (2007) offers a distinct interpretation of semiotics, particularly concerning the concept of the sign. Peirce (1931) as cited in Chandler (2007) explains to delineate signs into three fundamental elements: (1) the representamen, which is the sign in its narrowest sense, representing something else, (2) the object, which is the entity to which the sign refers to, and (3) the interpretant, which constitutes the potential meanings that may materialize from the sign and its translation into a new sign. Peirce (1931) as cited in Chandler (2007) further elucidates that the interpretant may be understood as an object perceived to share similar meanings with the interpretations made by various readers. The representamen, therefore, embodies the underlying idea that the sign itself conveys.

METHOD
Research Design

This study employed a qualitative methodology to investigate the use of semiotics in fast food advertising. As Creswell (2014) explains, qualitative research allows for the analysis of various data types, including text and images, making it suitable for examining the semiotic elements present in fast food advertisements. The goal of a qualitative research, as outlined by Hamied (2017) is to analyze the data by grouping words, phrases, and visual elements into meaningful categories to uncover the underlying messages and meanings conveyed through these ads. Hence, the reliability and validity are in accordance with the research questions. This study focused on understanding how denotation and connotation, two key concepts in semiotics, were employed in ads for Subway, Burger King, KFC, Pizza Hut, and McDonald's.

Data Collection

This study involved the collection of 40 fast food ads obtained from online sources. The 40 data were taken in accordance with the rule of how to write some research as it was said by some

few experts. Massive data collection has transparency and fairness as they may have impact in learning outcome (Jones, 2021). Using big data may facilitate some researchers to solve problem in conducting a certain study field (Favaretto et al., 2020). The ads in which the fifth fast food chains mentioned above were selected for the analysis. The reasons why the writers chose the fifth data were such as (1) some articles might have their interpretation regarding to how the data were transcribed and translated into a different attitude. Hence, the author might have his or her own interpretation regarding to the second opinion at all. (2) Some authors may have their own interpretations regarding to some aspects. As the fifth samples provided a sufficient representation of the visual and textual elements used in these ads. The data collection process involved the following steps:

1. Identifying Ads in regard to 40 fast food ads
2. Carefully reviewing each ad, reading the text, downloading the image, and underlining key words, sentences, and phrases.
3. Listing both verbal and non-verbal signs within each ad in order to find out the denotative and connotative meanings.

Data Analysis
The analysis of the collected data was guided by using the theories taken from Barthes in 1977 and Luzar & Monica in 2011. The analysis proceeded in the following stages:

1. Categorizing signs of some ads into two types:
   - Verbal signs: words, sentences, phrases, and slogans that appear in the advertisements.
   - Non-verbal signs: visual elements such as images, colors, and graphic design elements.
2. Analyzing denotation and connotation meanings of both verbal and non-verbal signs categorized
3. **Drawing conclusions based on the identified denotative and connotative meanings of the signs.**

FINDINGS AND DISCUSSION

Regarding to the findings are the following to explain such example such as *If we want to buy some apples, then we can see the differences between the apples*. Hence, we may say the statements are in accordance with the theory adopted. Therefore, we may also say that the findings below are the representation of all data findings identified.

Verbal and Non-Verbal Signs Identified in the Fifth Fast-Food Restaurant Ads.

The signs used in fast food restaurant ads consist of two types, namely verbal and non-verbal. Verbal signs in fast food restaurant ads include name of product, slogans, notices, and capital letters. While, non-verbal signs in fast-food restaurant ads include brand logos, illustrations, colors, and human pictures. The details data findings can be seen in the table below:

Table 2. Verbal and Non-Verbal Signs

No.	Restaurant Advertisements	Total	Types of Sign	Kinds of Sign	Number
1.	Burger King	8	Verbal Sign	Name of Product	18
2.	Subway	8			
3.	KFC	8		Slogan	40
4.	Pizza Hut	8		Notice	10
5.	McDonald	8			
		40		Capital Letter	23

	Total number	91
Non-Verbal Sign	Logo	40
	Illustration	6
	Color	40
	Human Picture	4
	Total number	90

Table 2 above shows that verbal and non-verbal signs are used in the fifth fast-food restaurant ads. The verbal signs consist of 4 kinds namely name of product, slogan, notice, and capital letters. Of the four kinds of verbal signs, slogan is the largest number of signs in the ads. It indicates that each of these ads have some slogans. Notification is the least verbal sign in the ads. The total number of all verbal signs of the fifth fast food restaurant ads were 91 items. Meanwhile, the kinds of non-verbal signs in fast-food restaurant ads include brand logos, illustrations, colors, and pictures. The most numerous non-verbal signs are colors. Whereas, the least non-verbal sign are pictures. The total number of all non-verbal signs of the five fast-food restaurant ads are 90 items. The following table 2 are some number of verbal and non-verbal signs of the five fast-food restaurant ads.

Table 3. Verbal and Non-Verbal Signs Identified in the Fifth Fast-Food Restaurant's Advertisements

VERBAL SIGN		NON-VERBAL SIGN	
Name of product written on ad	1) KFC Double Down 2) Burrito 3) Whopper Jr. 4) Momo Mia Pizza 5) Big Mac 6) Maharaja Mac 7) MCFlamed 8) KFC Zinger Double Down 9) KFC Doule Zinger Burger 10) Daddy Burger 11) KFC Bandito 12) Chicken Teriyaki 13) KFC Zinger Stacker 14) Satisfries 15) Big King 16) Personal Pan 17) Angry Whopper 18) Cheesy Bites Pizza	Logo	1). Subway Note: Logo of Subway Restaurant 2). Burger King Note: Logo of Burger King Restaurant 3). Pizza Hut Note: Logo of Pizza Hut 4). KFC (Kentucky Fried Chicken) Note: Logo of KFC Restaurant 5). McDonalds Note: Logo of McDonalds Restaurant

Slogan	1) Have it your way 2) Train hard, Eat fresh 3) You can't run from us forever 4) Finger Lickin' Hot Wings 5) No one out pizzas the hut	Illustration	 (5) An illustration to indicate that one who consumes the product is considered a smart one
Notice	1) Low Fat 2) New 3) Halal 4) Limited Time Offers	Color	1) Yellow � 2) Red 3) Black 4) White 5) Green
Capital letter	1) DOING OUR PART TO HELP THE WORLD EAT FRESH! 2) YOU CAN'T RUN FROM US FOREVER	Human Picture	 Picture 1. KFC Ad
	3) IT TAKES TWO HANDS TO HOLD THE WHOPPER!		 Picture 2. Burger King Ad
			 Picture 3. Subway Ad

Table 3 shows some numbers of verbal and non-verbal signs identified of the fifth fast food restaurants ads. They are KFC Double Down, Burrito, Whopper Jr., Momo Mia Pizza, Big Mac, Subway, Burger King, and Pizza Hut. They belong to verbal and non-verbal signs in which they may have some interpretations in accordance to the customers.

The Denotative and Connotative Meanings of the Sign in Fifth Fast-Food Restaurant Ads

Table 3 identifies some data findings regarding to the ads used in this study. The writers found the denotative meaning of verbal and non-verbal signs which show the true meaning of the ads. According to Barthes (1977) as cited in Chandler (2007) denotation is the most explicit meaning of a sign, which can be seen objectively. The names of the product in the ads show the denotation interpretation regarding to their meanings. Hence, the product names can be the denotative meaning of the advertised product. In line with what Ishar & Irwan (2023) said that the interpretation of connotative and denotative meanings may derive from the song lyrics that can be interpreted as character, emotion, opinion and experience.

The name of the product in an ad may have a connotative meaning as well which creates an image in order to be easy for the customers to find the product. According to Barthes (1977) as cited in Chandler (2007) connotation can be interpreted as meaning that is not explicit or in the

form of additional meaning, and its existence is implied in a word or sentence. The followings are some explanations regarding to some findings displayed on table 3.

1. Denotative meaning interpretations
The denotative meaning for some ads for table 2 lays on

Name of product
Names of product consist Big Mac, Maharaja Mac, MCFlamed, KFC Zinger Double Down, KFC Doule Zinger Burger, Dowble Down, Daddy Burger, Chicken Teriyaki, Burrito, KFC Bandito, KFC Zinger Stacker, Satisfries, Big King, Whopper Jr, Personal Plan, Momo Mia Pizza, Angry Whopper and Cheesy Bites Pizza. The denotative meaning regarding to the names of product has a significant purpose, especially in interpreting how they can influence consumers' responses to certain products. Each restaurant has its own names of product. According to Barthes (1977) as cited in Chandler (2007) denotation is the most explicit meaning of a sign, which can be seen objectively. Names of the product in the ads show their denotation meanings.

Slogan
Some slogans are (1) *Train hard,* (2) *Eat fresh,* and (3) *Fresh food makes you feel good* and *Live fresh eat fresh*. In the case of denotative meaning in accordance with the Barthes's theory in 1977 that for all slogans are depicted in the slogans themselves. Based on research conducted by Jadou and Ghabra in 2021, it was found that all theories regarding to semiotics in per se depicted on the theory of how signs are interpreted differently.

Notice
As cited in Cambridge Dictionary (2020) a notice is a short text or sign that contains information about something important in an ad. Some notices have various types, some contain warnings, orders, and prohibitions. They are such as 1) Low Fat, 2) New 3) Halal, 4) Limited Time Offers. Some notices are depicted on their notices themselves. It is a bit difference compared with what Wafi and Effendi in 2023 had done regarding to their research project in which they found that the deeper meaning lies on the deeper understanding regarding to how we interpret the meaning of each sig provided.

The Capital Letter
Some capital letters used in the ads are (1) YOU CAN'T RUN FROM US FOREVER, (2) DOING OUR PART TO HELP THE WORLD EAT FRESH, (3) IT and (4) TAKES TWO HANDS TO HOLD THE WHOPPER.

Logo
Some logos are (1) Subway, (2) McDonald, (3) Burger King, (4) KFC, and (5) Pizza Hut. These logos reflect all names of products in which the consumers may have something to say regarding to their easiness to find the products by themselves.

Color
Luzar & Monica (2011) explain that color can provide a very important function in creating a purchasing atmosphere, strengthening the image of a product and improving the image of a business. Color has an important role in ad to influence consumer perception. There are several types of colors used in ads used as background for 5 fast-food restaurants. They are black, red, white, green, orange, yellow, brown, and blue. The colors may depict a meaning in which the products are fresh from the open.

Illustration

Five fast-food restaurants that use illustrations in the ads are namely KFC, McDonald's, Burger King, and Subway. Some illustrations may have some meanings such as (1) to show some happiness for customers who are looking for the burger, (2) to show some smoky flamed and delicious food, (3) to show eagerness to have some food, (4) to show how one can maintain his weigh by consuming the product, and (5) to show a picture of some books to indicate one who consumes the product is considered a smart one. For number (5) as a non-verbal sign is considered unique since it tells how a person becomes a smart one only by consuming one of the Mc Donald products. The illustration for number (5) on table 1is a pile of books representing each part of the sandwich, such as *Breads & Co, the Encyclopedia of Salad, Tomato; A Complete Guide*, *The Special Book of Cheese, Meat; New Edition*, and *The Very Best of Bread*. The books in the ads represent knowledge that creates a connection between sandwiches and quality of food.

2. Connotative meaning interpretation

The connotative meaning for some ads on table 2 are explained on the following.

Name of product

Name of product in an ad has a connotative meaning which aims to make it easier for some readers if they want to find information about the product displayed in the ad. According to Roland Barthes (1977) as cited in Chandler (2007) connotation can be interpreted as meaning that is not explicit or in the form of additional meaning, and its existence is implied in a word or sentence. It makes it easier for consumers to buy products at outlets because they already know name of the product they want to buy. Therefore, the role of name of product in the ad is to convey information about the name of the product being sold at the restaurant.

Slogan

Slogan on the ads mentioned before such as for slogan 1) *Train hard, Eat fresh*. The message may say that when one has done heavy exercise, he or she has to have some healthy foods to keep his or her body healthy and stay fresh. While for slogan 2) *Fresh food makes you feel good*, it provides readers some messages that everyone who has fresh food can make them feel good. The last slogan is 3) *Live fresh eats fresh*. It means that everyone who wants a fresh life must have some healthy or fresh food either.

Notice

Some notices are in terms of clause, words and phare such as in 1) Low Fat, 2) New 3) Halal, 4) Limited Time Offers. Each notice has their own meaning. The first connotative meaning for the clause *Low Fat* indicates that the product is low in calories. This tells the reader that low-fat foods are a suitable combination of products for people who are afraid of getting fat. The second one for the word *New* may be interpreted as the product is new in which it could arouse the readers' appetite in order to buy the product being offered as some consumers like to taste a new product. The third is for the word *Halal* which indicates that the food can be consumed since it has no ingredients that are prohibited for consumption by Muslims, in an example pork. The last is for the phrase *Limited Time Offers* which means that the product can only be available within a certain period. In this case, everyone who wants to consume the product should know how long it will be available in a sense that one may have the food if they have it right away. If there are consumers who want to have some products but they cannot have them, they can look for other restaurants that provide at a certain time. Thus, the use of the notice in the ads is to provide certain information, warnings, or messages to readers.

Capital Letter

Capital letter indicates that some products may have something in common such as in (1)

YOU CAN'T RUN FROM US FOREVER. This sentence has the meaning to emphasize that consumers cannot avoid trying to taste McDonald's products because they taste good. While in (2) DOING OUR PART TO HELP THE WORLD EAT FRESH, this sentence has meaning in order to emphasize the reader's aim to help everyone in the world to have some healthy food, especially nowadays, a lot of food is made from ingredients that are not fresh and unhealthy. However, in (3) IT TAKES TWO HANDS TO HOLD THE WHOPPER, it indicates that the Whopper is very large and makes customers feel satisfied to have it. Therefore, the consumers need both hands to hold it. Hence, the three capital letters in fast food restaurant ads appear as complete sentences. It suggests that the aims of the capital letter used are to provide some emphasis and clarity on the written text that one wants to convey toward the readers of the ad and attract consumers' attention as well.

Logo

Loga on the ad may have some symbols such as (1) which indicates that everyone can buy the product quickly as the logo describing the word subway that is the letters *S* with an arrow, and the letter *Y* with an arrow as well. (2) shows that the name of the Burger King restaurant as the central company for fast food products among its competitors. The circle surrounding the burger on the logo interprets the company as a world symbol. (3) tells that the red triangular roof shape represents victory. As if the red roof was made by a famous architect named Richard D Burke. (4) shows that a man named Colonel Harland Sanders, the founder of KFC. His glasses and white beard represent vast experience and knowledge. The bow tie he wore symbolizes professionalism. Meanwhile, the meaning of the apron represents food standards. The happy smiling facial expression in the logo indicates such a good customer service and satisfaction. (5) shows that the capital letter M consisting of two golden arches in the McDonald's logo which symbolizes the name of the McDonald's company itself which creates manner of how to behave.

Color

According to Luzar & Monica (2011) color can provide a very important function in creating a purchasing atmosphere, strengthening the image of a product and improving the image of a business. Color has an important role in ad to take control consumer's perception. There are several types of colors used in the ads for the fifth fast-food restaurants. They are (1) black, (2) red, (3) white, (4) green, (5) orange, and (6) yellow. Black in (1) is associated with strength, elegance, and self-confidence (Luzar & Monica, 2011). It can be seen from all signs that have color of black. It implies that the person who consumes the products associated with strength, elegance, and self-confidence. Meanwhile red is in (2). According to Luzar & Monica (2011) red is associated with fire, love, passion, strength, etc. Red also affects the product as the dominant color, activating appetite and hunger. Apart from that, the color red can attract consumers' attention. There are 11 products that have red in color. This means that most colors used are red in per se. Each product that has red in color connotes the meaning as passion, love, appetite, satisfaction, and attractive. White is in (3). It can interpret the meaning of purity and perfection (Luzar & Monica, 2011). This tells the readers that the product is perfect to be consumed by everyone. Burger King and Subway restaurants serve fast-food menus that are satisfying, have big taste, and contain less fat. Therefore, the food is suitable for people who are afraid of getting fat. In fact, the food is very good in order to be consumed as the consumers' expectations. Green is in (4). It is associated with nature and plants. The positive effect such as fertility and nature (Luzar & Monica, 2011). It tells the readers that the fast-food restaurant which is called as *Subway* uses green in its ad, which represents the nature of the ingredients used. Therefore, the use of green in Subway restaurant ads is to show that their products are always nature which effect fertility.

Orange is in (5). Orange is a color that is often associated with health and creativity. According to Luzar & Monica (2011) the color orange affects the product as an appetite enhancer. The use of orange in the Burger King restaurant connotes that the ad provides some messages that effect of the product can increase appetite in order to be creative. Yellow is in (6). The use of a yellow as background of a product is only found in Subway restaurant ads. The color of yellow is often associated with everything positive, such as happiness and optimism (Luzar & Monica, 2011). It connotes that the use of yellow for Subway restaurant as some ads aim to convey the message that the product tastes good and makes everyone feels happy after tasting the sandwich.

Illustration

There are four fast-food restaurants that use illustrations in the ads, namely KFC, McDonald's, Burger King, and Subway. Illustration in (1) connotes that the audience depicting KFC customers is ready to eat food which can make them happy and satisfied when they consume the product. While for illustrations in (2) and (3) mean that the fire on the burger represents spicy food. It shows that everyone who eats this burger will feel hot as if they were burning in a fire because the burger is spicy. Illustration in (1) provides a message for readers that the chicken flavor variants will cause unique in taste but hot and spicy. While illustration in (4) connotes that a man is free from obesity. This tells some readers that Subway products do not cause customers obese. Illustration in (5) showed some books as if some smarter persons liked reading. Some titles of the book are such as *Breads & Co, the Encyclopedia of Salad, Tomato; A Complete Guide*, *The Special Book of Cheese, Meat; New Edition*, and *The Very Best of Bread* which may indicate that the persons who choose to read the books know better what to eat for life. This shows that McDonald's provides a range of gourmet products that make everyone feels that the quality is as good as those cooked by experienced ones. Thus, illustration in ads has the main purposes, namely to attract the reader's attention, to clarify and to create meaning of the ad. Apart from that, the use of illustration signs in ad also creates an impression and image of the product.

Human Picture

There are three fast food restaurants containing human pictures in the ad, namely KFC, Burger King, and Subway. Holly Bleasdale's smiling expression for the ad in (3) such as shows a sense of happiness for everyone who sees the sign in the ad. This tells some readers that the products from the Subway restaurant are endorsed by famous athletes. The ad in (2) that is . It shows a blonde woman wearing red lipstick with her mouth wide open and her eyes very surprised to see a burger floating in her mouth. The red lipstick connotatively represents her sexuality and her mouth is widely opened means that the big burger has a good taste and has a satisfying pleasure or taste for the consumer. The ad in (1) as looks cool because of the presence of Cristiano Ronaldo picture, which creates interest for his fans for buying the product. It aims to convey information for some readers that the taste of the products from KFC restaurant are endorsed by famous football players. Ronaldo's smiling expression conveys a sense of happiness for everyone who sees the ad when shopping. Human picture depicts as Ronaldo in the ad represents everyone who shares the food in the box will bring a sense of happiness to anyone. While Jared Fogle's smiling expression for human in (3) shows happiness for everyone who sees the low-calorie symbol at Subway restaurant. This tells some readers that the products from the Subway restaurant are healthy and fresh. Hence, the use of signs in the form of human pictures seen in the ad aims to attract consumers' attention to the quality of the product and the restaurant in order to build consumer perceptions of the products. Therefore, the consumers will understand and recognize the product and finally they will purchase the products.

CONCLUSIONS

Verbal signs are elements in ads that can be explained through text sentences, phrases, or words in written form. The verbal signs explain in the ads are the name of product, slogan, notice, and capital letters. Meanwhile, non-verbal signs are logo, illustration, color and human picture displayed in the ad. The use of verbal and non-verbal signs on the ads is to strengthen the message contained in the ads. From 40 data display, the writers found 91 verbal and 90 non-verbal signs. The signs in the ads have their denotation and connotation meanings. Denotative meaning is the level of signification that describes the interaction between the signifier and the signified. Meanwhile, connotative meaning is the level of the signifier that explains the relationship between the signifier and the signified. The writers conclude that from denotative analysis all verbal and non-verbal signs represent the true meaning of the signs on the ads. The connotative element of all fast-food restaurants on that ads result in such as name of product, slogan, notice, capital letter, logo, color, illustration and human picture. Meanwhile the denotative meaning of all fast-food restaurant used on the ads are the name of product, slogan, notice, logo, color and illustration. All findings indicate that uniqueness of each sign of the ads are to attract the attention of some readers or audiences, to persuade them to buy the products on purpose, to encourage positive image regarding to the products and services, and to provide some psychological effects for some readers. Hence, the writers recommend that all further researchers may have their own interpretation including their data finding in which they will have their interpretation are fixed.

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